

REAL ESTATE

SELLER'S GUIDE



RE/MAX
HALLMARK

Brokerages, Independently Owned and Operated | **RAISING THE BAR**

RAISING THE BAR

TORONTO - YORK - DURHAM - OTTAWA

CORPORATE & DEVELOPMENT CENTRE

1 Duncan Mill Rd.
Toronto, ON, M3B 1Z2
(416) 424-3170

THE BEACH

2277 Queen St. East
Toronto, ON M4E 1G5
(416) 699-9292

YONGE STREET

3434 Yonge St.
Toronto, ON, M4N 2M9
(416) 489-3434

RICHMOND HILL

9555 Yonge St. Ste 201
Richmond Hill, ON, L4C 9M5
(905) 883-4922

BROOKLIN

31 Baldwin St.
Brooklin, ON, L1M 0A7
(905) 655-1144

LESLIEVILLE

785 Queen St. East
Toronto, ON, M4M 1H5
(416) 465-7850

BAYVIEW VILLAGE

685 Sheppard Ave. E Ste 401
Toronto, ON, M2K 1B6
(416) 494-7653

AURORA

15004 Yonge St.
Aurora, ON, L4G 1M6
(905) 727-1941

OTTAWA CENTRAL

610 Bronson Ave.
Ottawa, ON, K1S 4E6
(613) 236-5959

RIVERDALE

724 Pape Ave.
Toronto, ON, M4K 3S7
(416) 462-1888

COLLEGE

968 College St.
Toronto, ON, M6H 1A5
(416) 531-9680

PICKERING

1154 Kingston Rd.
Pickering, ON, L1V 1B4
(905) 831-3300

OTTAWA WEST

2255 Carling Ave. Ste 101
Ottawa, ON, K2B 7Z5
(613) 596-5353

MOUNT PLEASANT

723 Mount Pleasant Rd.
Toronto, ON, M4S 2N4
(416) 486-5588

AJAX

513 Westney Rd. South
Ajax, ON, L1S 6W8
(905) 683-5000

OTTAWA EAST

4366 Innes Rd. Ste 200
Ottawa, ON, K4A 3W3
(613) 590-3000

WHITBY

304 Brock St. South, 2nd Floor
Whitby, ON, L1N 4K4
(905) 668-3800

OTTAWA DOWNTOWN

344 O'Connor St.
Ottawa, ON, K2P 1W1
(613) 563-1155

RE/MAX[®]
HALLMARK



REALTY LTD.*
REALTY GROUP*
FIRST GROUP REALTY LTD.*
YORK GROUP REALTY LTD.*

*BROKERAGES • INDEPENDENTLY OWNED AND OPERATED

RAISING THE BAR

Why choose A RE/MAX HALLMARK REALTOR®?

RE/MAX Hallmark REALTORS® deliver results. With over 1300 REALTORS® in 19 offices throughout the GTA and Ottawa, we are local neighbourhood experts, no matter which neighbourhood you live in.

The Top 5 Reasons a RE/MAX Hallmark REALTOR® is Right for you.

1. An Experienced REALTOR® You Can Count On

Your home may be your largest personal investment. One of the most important decisions you will make when selling it is who will assist you. You should put the sale in the hands of an experienced REALTOR® who will produce results for you and provide a premier customer experience. To help you sell your home quickly and for the best possible price, a REALTOR® must effectively manage the transaction from start to finish. This requires specialized knowledge and skills:

- ◆ Knowing the market
- ◆ Pricing your home correctly
- ◆ Staging your home, inside and out, for maximum impact
- ◆ Marketing to attract buyers
- ◆ Negotiating the offer to deliver the best price and terms
- ◆ Navigating inspections, conditions and the details
- ◆ Successfully closing the deal

2. A Trusted Advisor At Your Side

RE/MAX Hallmark REALTORS® are trusted advisors who are committed to you and possess the knowledge and experience to help you navigate today's complex real estate market.

Experience Equals Results

Selling your home quickly and for the best possible price depends on accurate market analysis, strategic pricing, effective marketing and negotiation. RE/MAX Hallmark REALTORS® close a transaction every 29 minutes.

Expertise Built On Training

It takes an agent with superior training to provide you with the best advice and counsel. That's why you'll often see professional designations and certifications listed among the qualifications of the best agents.

3. Marketing To Attract More Buyers

Looking for more potential buyers to find your property? A RE/MAX Hallmark REALTOR® will help your home stand out in a very competitive marketplace.

Getting The Basics Right

RE/MAX is the most recognized name in real estate in Canada. From the RE/MAX for sale sign to remax.ca, remaxhallmark.com and individual REALTOR® websites, the RE/MAX brand attracts attention to your home. When homebuyers see that sign on your lawn, they understand that you're working with a market leader.

Local And National Advertising

TV, radio, billboard, print, Internet and social media ads reach millions of people every day to help your RE/MAX REALTOR® drive more potential buyers, more showings and more overall activity to your home.

Putting The Internet To Work For You

More than 95 percent of homebuyers use the internet for their home search. Remax.ca is a powerful real estate website, attracting millions of people every month. One of them very well might be the perfect buyer for your home.

A Network Of Nearly 115,000 Agents Working Together

Marketing to other top agents is critical in generating higher interest in your property. Marketing within our successful REALTOR® network means even greater visibility for your home.



4. Outstanding Results For You

Pricing, staging and marketing are the first steps in successfully selling your home, but closing the sale requires in-depth knowledge and experience. Once you've accepted an offer, a lot of details remain before you get to the closing table.

Strategic Negotiation

Purchase offers on your home may be complicated and might contain special clauses. Price is not the only consideration. Your RE/MAX Hallmark REALTOR® will help you understand and evaluate offers and work hard to get you the best terms possible. Understanding contingencies and closing loopholes will make the sale go smoothly.

Navigating Inspections, Appraisals And The Details

In many cases, the most critical elements of a home sale occur after you and the buyer have reached an agreement. These components of the transaction may include home inspections, objections, resolution deadlines, mortgage lender appraisals, title searches, surveys and more.

A RE/MAX Hallmark REALTOR® will help you understand the process and keep the sale on track.

Close With Confidence

Your RE/MAX Hallmark REALTOR® will help you navigate the critical steps once the final offer is made so that you can close with confidence.

5. Making A Difference In The Community

RE/MAX Hallmark REALTORS® are well-known locally and nationally for their involvement in many community programs. When you choose a RE/MAX Hallmark REALTOR® to sell your home, you contribute to the well-being of your community.

Helping Kids Get Well

Since RE/MAX became the exclusive real estate sponsor of Children's Miracle Network in 1992, RE/MAX Sales Associates have donated more than \$100 million to help millions of kids. All of the funds raised in your community benefit the children in your community.

Helping To Find A Cure For Breast Cancer

We are all affected by breast cancer, either personally or through someone we know and love. RE/MAX is a national sponsor for Run for the Cure & Yard Sale for the Cure. Thousands of REALTORS® and offices sponsor and participate in Sold on a Cure and in local events with the goal of finding a cure for breast cancer.



RE/MAX HALLMARK By The Numbers

#1

Brokerage
In the RE/MAX
Network

19

Offices
Province Wide

14.6

Average
Transaction
per REALTOR®

Over
1,300

REALTORS® in Ontario

Every
29 min

One Transaction Closed

Over
17,900

Transactions

Based on RE/MAX Hallmark Group of Companies 2017 Internal Data

Preparing Your Home For Sale

You can help get the results you want by staging your home. Staging is not about redecorating your entire home. It is about rearranging what you do have and making a few improvements to appeal to more buyers.

If you don't want to do this yourself, ask your RE/MAX Hallmark REALTOR® to recommend a professional stager. It can pay for itself by helping sell your home quickly and for a better price.

Create Great Curb Appeal

Make the first impression count. Clean up, paint front windows and doors, keep the lawn mowed and the bushes trimmed, plant or pot colourful flowers, clear the sidewalks.

Make The House Shine

A home in immaculate condition sells faster and for more money. Wash windows inside and out, make sure kitchen and bath features gleam, shampoo or replace carpeting, clean and dust throughout, take care of any pet odors.

De-Personalize

You want buyers to imagine themselves living in your home. Pack up those family heirlooms and personal photographs.

De-Clutter

Less is more in creating home appeal. Keep counters free of personal items, pare furnishings down to the bare essentials, pack up those cute knickknacks.

Make Minor Repairs

Don't let maintenance shortcomings affect the sale. Patch any holes in the walls. Consider painting them in a neutral color. Replace cracked floor or countertops, fix leaky faucets and doors that don't close properly, replace burned-out light bulbs.

Remove Favourite Items

If buyers don't see something, they won't want it to be part of the deal. Remove fixtures or window coverings now if you're going to take them with you.

Rearrange Closets And Cabinets

Tidy, organized closets make a positive statement about your home. Keep medicines and other personal items out of sight, pack away much of your clothing, neatly arrange clothing, neatly arrange shoes and shelf items.

Show Your Home In The Best Light

Your home needs to be at its friendliest when buyers go through it. Open the drapes and let the sunshine in, have fresh flowers on display, set a comfortable temperature.

Keep A Low Profile

Nobody knows your home as well as you do, but RE/MAX Hallmark REALTORS® know buyers what they need and what they want. Your RE/MAX Hallmark REALTOR® will have an easier time articulating the virtues of your home if you stay in the background.



Lighten Up At Night

Turn on the excitement by turning on all your lights, both inside and outside, when showing your home in the evening. Lights add colour, warmth, and make prospects feel welcome.

Be Absent During Showings

Try to leave your home during showings to give potential buyers comfort when they are viewing your home.

Don't Apologize

No matter how humble your abode, never apologize for its shortcomings. If a prospect volunteers a derogatory comment about your home's appearance, let your RE/MAX Hallmark REALTOR® handle the situation.



Watch Your Pets

Dogs and cats are great companions, but when you're showing your home, pets have a talent for getting underfoot. So do everyone a favour, keep Kitty and Spot outside, or at least out of the way.

Think Safety

Homeowners learn to live with all kinds of self-set booby traps: roller skates on the stairs, extension cords, slippery throw rugs and low hanging overhead lights. Make your residence as non perilous as possible for uninitiated visitors.

Think Volume

Rock'n'Roll will never die. But it might kill a real estate transaction. When it's time to show your home, it's time to turn down the stereo or TV.

Defer To Experience

When prospects want to talk price, terms or other real estate matters, let them speak to an expert.

Be Prepared

You never know when your agent may need to show your home on a moment's notice. So make your beds and tidy up each morning, just in case.

Don't Turn Your Home Into A Second-Hand Store

When prospective buyers come to view your home, don't distract them with offers to sell furnishings you no longer need. You may lose the biggest sale of all.

Avoid Crowded Scenes

Potential buyers often feel like intruders when they enter a home filled with people. Rather than giving your house the attention it deserves, they're likely to hurry through. Keep the company present to a minimum.

Help Your REALTOR®

Your RE/MAX Hallmark REALTOR® will have an easier time selling your home if showings are scheduled through their office. You'll appreciate the results!

Determining Market Value

Before you put your home up for sale, you must set the price. Before you can do that, you must know what the house is worth. That doesn't mean what you paid for it, or how you upgraded it. Determining worth is simply finding out what someone would pay for it.

The real estate market is in constant motion, not only as a whole, but in particular areas as well. Knowing what is going on in the overall and local real estate markets will help you understand how these conditions can affect the sale of your home.

Major Factors Affecting Market Value

- ✓ Price
- ✓ Supply and demand
- ✓ Seasonal markets
- ✓ Mortgage rates
- ✓ Condition of property
- ✓ Location, location, location

Understand Market Conditions

Buyer's Market: The supply of homes on the market exceeds demand. Prices are stable or perhaps dropping.

Seller's Market: The number of potential buyers exceeds the supply of homes on the market. Homes sell quickly, prices usually increase.

Balanced Market: The number of homes on the market is roughly equal to the demand.

Asking Price

Once you and your RE/MAX Hallmark REALTOR® have determined your home's worth, you will determine the asking price. Our goal is a price that will attract a willing and able buyer, in a reasonable time, at the best price.

The price should not exceed market value by more than 5%.

If the price is set too high, it may deter prospective buyers. If the price is set too low, buyers may be skeptical and may offer less than asking price.

Competitive Market Analysis

You receive a written estimate of value based on the analysis of:

Similar Homes For Sale Now – this shows what homes we are competing against. Buyers compare your home to these homes.

Similar Homes Recently Sold – these tell what buyers are willing to pay for this kind of home, in this area, at this time.

Expired Listings And Similar Homes Unsold For 90 Days Or More – illustrates problems of overpricing.



Benefits To Proper Pricing

1. Faster Sale

When your home sells faster, you save carrying costs, mortgage payments, other ownership costs and is less stressful on your family.

2. Less Inconvenience

If you have moved before, you know the energy it takes to prepare for showing: keep the home clean, make child care arrangements and alter your lifestyle. Proper pricing reduces this.

3. Exposure To More Buyers

At market value, you open your home up to more people who can afford the price.

4. Increased REALTOR® Response

When REALTORS® are excited about a home and its price, they make special efforts to contact all their potential buyers.

5. Better Response From Advertising And Sign Calls

Ad calls and sign calls to REALTORS® turn into showings and sales when price is not a deterrent.

6. Attracts Higher Offers

When a home is priced right, buyers are less likely to come in with a low offer.

7. Means More Money To Sellers

If a home is priced right, the excitement of the market produces higher sale prices. You benefit more, both in terms of actual sale price and in less carrying costs.



Marketing Your Property

Feature Sheets

Individually prepared written information on your home enhances the market process.

- ◆ Buyers and other agents are made aware of the unique and sometimes hidden features of your home.

Multiple Listing Service® (MLS®)

We cooperate with all members of the local multiple listing associations.

- ◆ Your property is available to real estate salespeople representing other firms.
- ◆ Total cooperation with all association members improves your market position.

Public Open Houses

Open houses are held when consistent with your marketing needs.

- ◆ This exposes your home to potential buyers who would not have otherwise seen the property.
- ◆ It guarantees immediate professional assistance to interested parties.

REALTOR® Open Houses

On predetermined days, all REALTORS® are invited to preview your home to become familiar with its features and benefits.

Online Marketing

Not only is your home marketed to Canada and the US through www.remaxhallmark.com, www.remax.ca and www.remax.com, your home is marketed through global.remax.com which is available to potential clients in over 100 countries and in over 35 different languages.



Offer Presentation

Your RE/MAX Hallmark REALTOR® provides the following services:

- ♦ Review of documents
- ♦ Assist in qualifying purchasers
- ♦ Help you make the appropriate response
- ♦ Assist in drafting counter-offers when necessary
- ♦ Negotiate top dollar for your home
- ♦ Handle all negotiations so you don't have to

Financing

In today's ever changing financial market, we know the best sources for real estate financing. A RE/MAX Hallmark REALTOR® experience helps ensure financing is obtained.

Conditions

Most offers will have conditions attached to them. For example: Conditional Upon Financing, Conditional Upon Home Inspection, etc. We will discuss these further when they arise.

Extras

The buyers may request additional items be included in the sale of the home such as fixtures furnishings and appliances. You may be willing to negotiate these items depending on the price offered to you.

Home Inspection

The majority of agents stress to their Buyers that a home inspection is critical. Don't be too concerned because no home is perfect. Small maintenance items found by the home inspector should NOT be part of any renegotiations by the Buyer. Larger issues will be discussed if and when they arise.

Disclosures

You will have completed a Seller Property Information Statement prior to the offer presentation. This form will outline any material defects that may be present at your home. These material defects MUST be disclosed if known to you.

Deposit Money

If all of the above goes well, the buyers will be putting up some money to show you they are sincere about purchasing your home. Your RE/MAX Hallmark REALTOR® will give you guidelines for how much this should be.

Closing

The transaction is not complete until you receive full payment, the deed is delivered and the Buyer takes possession of the property.

- ♦ Expect thorough follow-up
- ♦ Depend on continuing communication
- ♦ Anticipate a satisfactory conclusion for all parties



From Now Until Closing

Top Five Priorities

- ◇ Moving Truck – Book it early
- ◇ Lawyer – Do they have all the documents they need?
- ◇ Bank/Mortgage Broker – Do they have all the documents they need?
- ◇ Home Insurance Company – Obtain home insurance
- ◇ Schools – Set up or change registration for children

To Setup Or Disconnect

- ◇ Gas and/or oil
- ◇ Hydro
- ◇ Landline phone and/or cellular
- ◇ Internet
- ◇ Cable or satellite
- ◇ Alarm system
- ◇ Lawn care providers

Notify Of Address Change

- ◇ Canada Post
- ◇ Car insurance
- ◇ Credit cards
- ◇ Magazine and newspaper subscriptions
- ◇ Child Tax and/or Tax Credit Program
- ◇ Banks
- ◇ Revenue Canada
- ◇ Vehicle registration
- ◇ Doctor and dentist
- ◇ Health card
- ◇ Family and friends
- ◇ Pharmacy

