# SELLER HANDBOOK

**ARITTRA BARUA DIBYO**

*real estate sales representative*

Your guide to preparing to sell your home.



# My Commitment to You

As your representative, I commit:

## To GuideYouFromStarttoSold

- Research your area and provide an in-depth competitive market analysis that will determine the best listing price for your property.
- Recommend repairs and cleaning based on typical buyer preferences
- Provide you with a trusted network of recommendations for all services you'll need during the selling process
- Timely presentation and response to all bids
- Keep your needs in mind as I negotiate the best price and terms on your behalf
- Assist you in making informed decisions to achieve a satisfactory sale

## To Offer Professional, Reliable Service

- All representation will be enacted in good faith
- Timely response to emails, texts, and phone calls
- Follow your directions and faithfully represent your concerns
- Adhere to all deadlines and important dates

## To Be Accountable

- Record the receipt of Buyers Deposit during acceptance of offer
- Obtain and deliver all documents promptly
- Review all contract documents with you

## To Prioritize You

- I will ensure you are fully informed at all times
- Your information will be kept in the strictest of confidence
- Your interest will be placed above all others

# Quick Snapshot
# Of the Process

## YOUR PATH TO SOLD

1



**DISCOVERY & LISTING APPOINTMENT**

Analyze market value, discuss pricing strategy & sign the listing agreement.

2



**HOME PREP & PHOTOGRAPHY**

Declutter, stage the property, and capture high-quality photos.

3




**MARKET LAUNCH & SHOWINGS**

List the home on MLS, launch marketing campaign & host showings/open houses.

4



**OFFER ACCEPTANCE & UNDER CONTRACT**

Review and negotiate offers, accept terms, and secure the contract.

5




**CLOSING DAY**

Complete inspections, sign final documents, transfer title & receive funds.

# The Inner Workings of Home Selling


01 AN EASY GUIDE TO SELLING
Initial Tour & Listing Appointment | Pre-Launch | Launch Day | Buyer Prospecting | Closing

02 BE PREPARED
First Impressions Matter|Be Show Ready Every Day | Those "It" Factors | Handy Handbooks

03 THE ART OF NEGOTIATION

04 ARE THEY... THE ONE?

05 CLOSING THOUGHTS
Your Closing Checklist|The Final Closing Process | The Costs of Closing | Post-Close Reminders

01

# An Easy Guide to Selling

## INITIAL TOUR

Sometimes called Research & Discovery, I will tour your property and provide insights for how to set your sale up for success. We may also discuss initial marketing strategies and I will walk you through the selling process.

## LISTING APPOINTMENT

Once I've completed the Comparative Market Analysis, we will determine the final list price, discuss your expectations, and sign the listing documents that enact the listing contract.

## PRE-LAUNCH

Now the transformation begins! Before the cameras arrive, we will ensure your home is staged and "show-ready" to appeal to the widest pool of buyers. I will then coordinate professional marketing photography and install signage and lock boxes so we are perfectly positioned for a grand opening.

## LAUNCH DAY

We're ready to go live! Your listing will become accessible to all prospective buyers, signage will be installed and all agreed upon marketing will be distributed.





## BUYER PROSPECTING

Your property will be marketed through all available channels and marketing events will be scheduled until an offer is accepted.

## NEGOTIATIONS & AGREEMENT

When an offer is made, I will help you determine the best course of action and respond accordingly until an agreement is reached.

## INSPECTIONS

Your home may undergo a series of inspections depending on the agreement. I will guide you through any post-contract negotiations required by the inspector's findings.



## LOAN COMMITMENTS

Your property may undergo an appraisal by the lender to ensure the Buyer is not over paying. Further documentation will be collected and verified in order to proceed with closing the sale.

## CLOSING PREPARATIONS

We must ensure all lender and Buyer requirements are met before the closing deadline. We will provide any remaining documents and schedule the official closing appointment. Your lawyer will review the final figures before the appointment. There will likely be a final walkthrough by the Buyer 24 hours before the closing.

## CLOSING

During the appointment, the lawyers and lenders will determine what fees are owed by whom and prepare your final closing documents. Part of conducting the closing will also involve ensuring all fees are paid, the seller receives the money owed, and that the Buyer's title is recorded.

I'll be with you every step!

# 02



# Be Prepared

Tempt buyers to take a closer look by following this simple guide!

**FIRST IMPRESSIONS MATTER**

## AN INVITING EXTERIOR

**Curb appeal is crucial.** Be sure to keep your lawn neat and tidy, weed-free, and water it regularly. You might also consider planting a garden if you don't have one already. But, if you do, be sure to maintain it, and trim any shrubs or bushes so they don't become unruly.

**Clean the exterior of the home;** pressure wash the siding and clean out the gutters.

**Inspect the exterior for damage.** Complete any exterior repairs that detract from the appeal - cracked foundation, crooked gutters, uneven pathways, loose siding, missing shingles, chipped paint, peeling caulking, or crumbling steps. Remember to reseal the driveway, if needed.

**Refresh your front door with a new coat of paint!** A wreath and a new mat would help make it look more inviting, too.

**Replace faded civic numbers on your home** so it's easy to find your property when buyers visit.

*Is your home listed through the winter months?*

Be sure to keep your driveway and all pathways clear at all times. You never know when a potential buyer might request a showing!

## WILL MATCH THE WELCOMING INTERIOR

**Clean, organize, and declutter every room.** Your space will appear bigger and it will help prospective buyers envision their belongings in the home. Disorganized closets and storage rooms will make it difficult for buyers to determine if the storage space will suit their needs.

**Simplify and depersonalize.** Stick to tasteful, neutral décor choices and store personal items.

**It should sparkle!** Maintain the cleanliness of all spaces, from top to bottom, throughout the selling period. Consider hiring professional cleaners or renting a carpet cleaner.

**Inspect the interior for damage and complete repairs.** Cracks, water damage, leaks, holes, damaged windows, peeling wallpaper, and stains should all be taken care of before buyers have access to view your home.

**Refresh your paint!** Work with neutral tones to appeal to a wide range of buyers. If you're thinking of replacing any flooring, the same suggestion applies. Remember, not everyone loves crimson as much as you do!

**Neutralize any bad odors.** You don't need to bake cookies before every showing, but your space shouldn't smell unwelcoming.

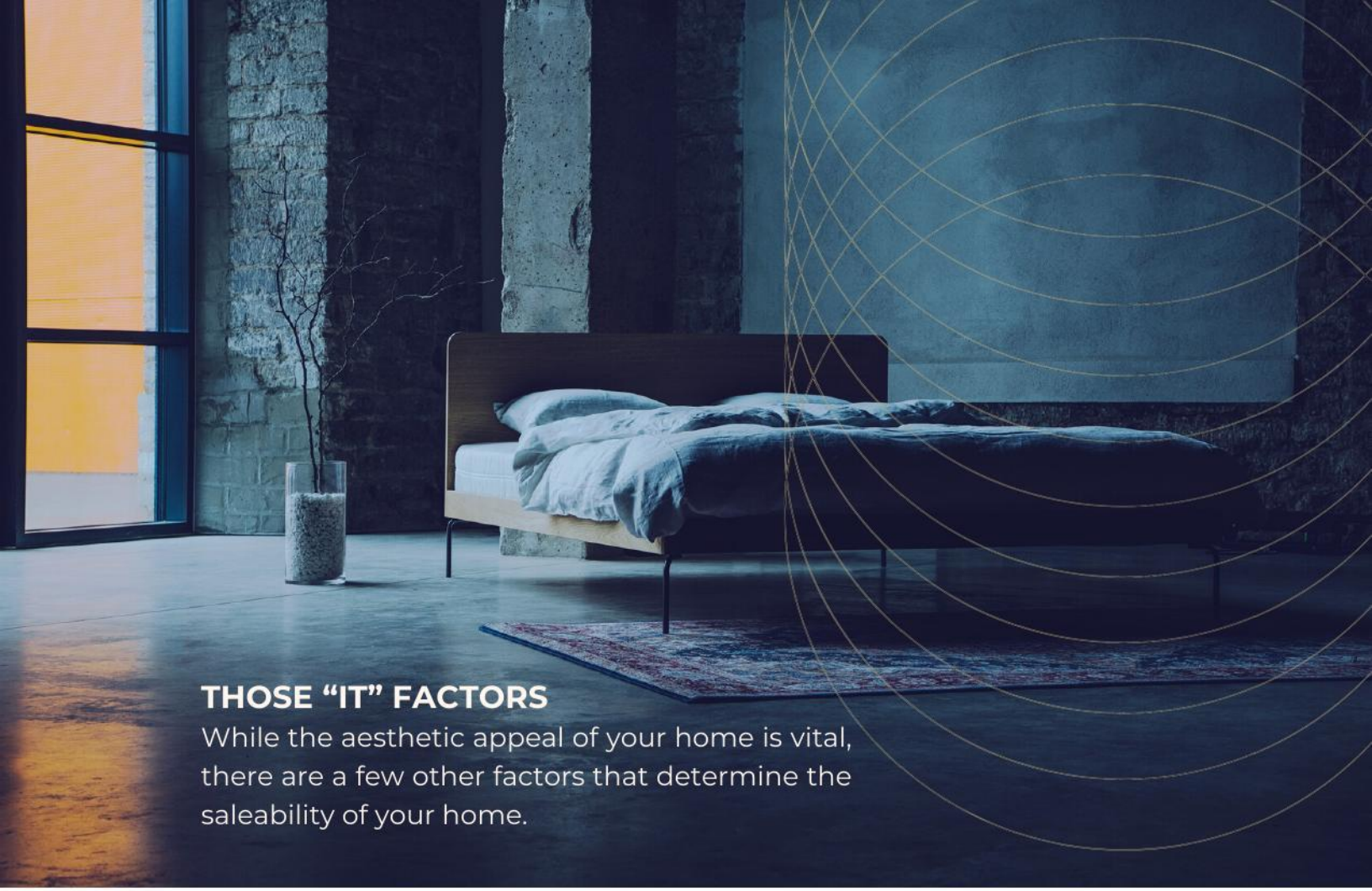


*If your spaces are open and connected, tie them together with accent items.* For example, a set of yellow throw pillows in the living room would be nicely accented by a bowl of citrus in the kitchen.

# It should sparkle!

## BE SHOW READY EVERY DAY

- [ ] Wipe down all surfaces in your bathroom and kitchen daily. All towels should match, and be clean and tidy.
- [ ] Make sure all beds are made before you leave.
- [ ] Leave all blinds and curtains open.
- [ ] Vacuum, sweep, and dust.
- [ ] Ensure there are no lingering odors — including cleaners and air fresheners.
- [ ] Leave the thermostat at a comfortable temperature.
- [ ] Leave all dining chairs pushed in, throws and pillows should be straight aesthetically positioned.



## THOSE "IT" FACTORS

While the aesthetic appeal of your home is vital, there are a few other factors that determine the saleability of your home.

*Does your property stand out?* In a busy market, it is important for your home to shine in a crowd. I will do my best to guide you in the best direction in this regard. It's important to note that the condition of your property, both aesthetically and functionally certainly comes into play here.

*What is the condition of your property?* Is it like new or does your roof need to be replaced next year, or were you the victim of a recent flood? Do you have all the legal documents required for sale or are there issues with your title deed? Do you have a lien or claim against your property?

*Is it the right price?* Your listing price is crucial. Does your home seem worth the price it's listed at? Is it considerably higher or lower than the rest of your neighbors? You can trust me to advise you on setting a price that is both fair and strategic.

*Is it a Buyers or Sellers market?* The state of the Real Estate market also is a huge contributing factor to saleability. These are constantly in motion and I use my expertise to help you navigate your expectations here.

*Are we leveraging our marketing?* The only thing as controllable as home staging is our marketing! The more exposure, the better, and you can trust me to do my best by you and use as many of my marketing channels as possible.

## HANDY HANDBOOKS

We know you kept all that paperwork for a reason! Now's your chance to dust off your manuals and receipts to have them available in case a prospective buyer asks to review them. And don't worry, it's okay if they do!

Both the Buyer and Seller will incur various fees over the course of the sale. For the Seller, these fees typically include:

- Mortgage discharge or prepayment, if required
- Unpaid taxes, fines, or claims against your property
- Unpaid survey or assessment fees
- Title Insurance Home Warranty
- Real Estate Commission
- Lawyer's fees



*But wait! Are you selling a condo or townhome?*

There may be restrictions or policies to govern the sale of your property, so be sure to check in with your condo bylaws. We may request a Status Certificate that has relevant information about your condo such as assessments, certifications and financial health, be sure to include those in case your buyer requests them.



# 03

# The Art of Negotiation

As Buyers begin to take notice of your property, it's important to keep a few things in mind:

## DISCLOSE, DISCLOSE, DISCLOSE.

Disclose everything. Share all known defects about your home. Being open and proactive with your prospective buyer might feel awkward at first but it can save you costly legal troubles down the road.

## RESPECT YOUR PRIORITIES AND THEIRS

You have to look out for yourself but it's important to understand that your buyer may be nervous! They are considering their future in your property and may ask a lot of questions to try and avoid as many unknowns as possible.

## ASK YOUR OWN QUESTIONS

Question any terminology you don't understand. Your attorney and I are here to represent your best interests, so if you have any questions about your contract , from dollars to verbiage, do not hesitate to ask.

## AVOID DELAYED RESPONSES

If you don't reply promptly to requests, bids, or counter offers, you could risk losing your buyer.

## SPLIT COSTS

Don't get hung up about trivial costs and expenses. It's better to compromise and keep moving.

## BREATHE

Negotiations can be difficult. Don't let a tense situation get the better of you.

# 04 Are They ... The One?

When all the puzzle pieces fall into place, accept the offer if it feels right! Made the deal happen and get ready for the next phase. Here's a snapshot of the next steps in the selling process:

## ACCEPTANCE

***Congratulations!*** This is the first big step in selling your home. You're doing great! But now we begin the under contract process, so get out your date book. Over the next 30-60 days, you'll see a host of deadlines for things like inspection, appraisal, title deadlines, and more! It's important you don't miss any of these deadlines or you could risk breaching the contract.

## INSPECTION

The biggest impact on your sale contract is the inspection. Your Buyer may contract a home inspector to closely review the condition of your home depending on our agreement. You will be asked to leave for the agreed upon time for the inspection. The duration depends on the size of your home, but these can typically last for 1 to 4 hours. Following the inspection, you may receive a counter bid on the sale contract if the inspector finds anything that needs to be repaired or replaced. You may choose which issues to address, by either making repairs or offering a reduction to the price at your discretion. Any issues that affect health and safety should be considered priority.

## APPRAISAL

Separately from the inspection, the buyer will likely also need an appraisal in order to secure their mortgage. This is for the lender's piece of mind, ensure that we're not listing the home for more than it's actually worth. Whether the result comes in at value or not, I will assist you in making the right moves if action is required. Once the appraisal process is completed, the loan conditions deadline moves us one step closer to closing.



# 05 Closing Thoughts

You're almost there! This is the final leg of the home selling journey! It's time to finalize the sale and make it real. Once the buyer receives your title and you receive payment, it will all be official!

## YOUR CLOSING CHECKLIST:

- ☐ Bring your valid, government-issued photo ID.
- ☐ House keys, mailbox keys and any other keys that go with the house.
- ☐ Garage door openers.

## THE FINAL CLOSING PROCESS

By reviewing your contract of sale, the lawyers will be able to determine what fees are owed by whom and prepare your final closing documents. Part of conducting the closing will also involve ensuring all fees are paid, the seller receives the money owed, and that the buyer's title is recorded.

## THE COSTS OF CLOSING

Both the Buyerand Seller will incurvarious fees over the course of the sale. For the Seller, these fees typically include:

- Mortgage discharge or prepayment, if required
- Unpaid taxes, fines, or claims against your property
- Unpaid survey or assessment fees
- Title Insurance
- Home Warranty
- Real Estate Commission
- Lawyer's fees

## POST-CLOSE REMINDERS

Keep all your closing documents and all receipts for home improvements for your previous property.



# Congratulations!



**Selling your home is a major**
**undertaking. Great work on completing the sale successfully!**

As your Real Estate agent, your best interest is atthe heart of what I do. You can trust in me to represent you and guide you through this process so you can have the best possible experience.

CENTURY 21®
Percy Fulton Ltd.
BROKERAGE

**Arittra Barua Dibyo**
**647-994-1590**
ari.baruadibyo@century21.ca
www.arittra.com