

SHAWN HLOOKOFF PERSONAL REAL ESTATE CORPORATION
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SELLERS GUIDE



SELLING
YOUR MOST
valuable
ASSET

8 STEPS
TO SUCCESS
with Shawn & Natalie

SN
REAL ESTATE GROUP



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“Your Partners in Transitioning to Senior Community Living”

Natalie and Shawn are local realtors with combined experience of over 40 years who specialize in helping the retiring community transition to a comfortable and healthy lifestyle. We have teamed up with a host of companies offering individually tailored guidance and support to help you reach your ultimate goal. Aside from being specialists for the retired community we have extensive knowledge with marketing homes. Our innovative award winning strategies get your home sold for top dollar! When we list your home we treat it like it's our own!



When it comes to selling one of your most valuable assets, you want to work with someone you can trust, an expert who can help guide you through every step of selling your property.

Why **USE** a
REALTOR®?



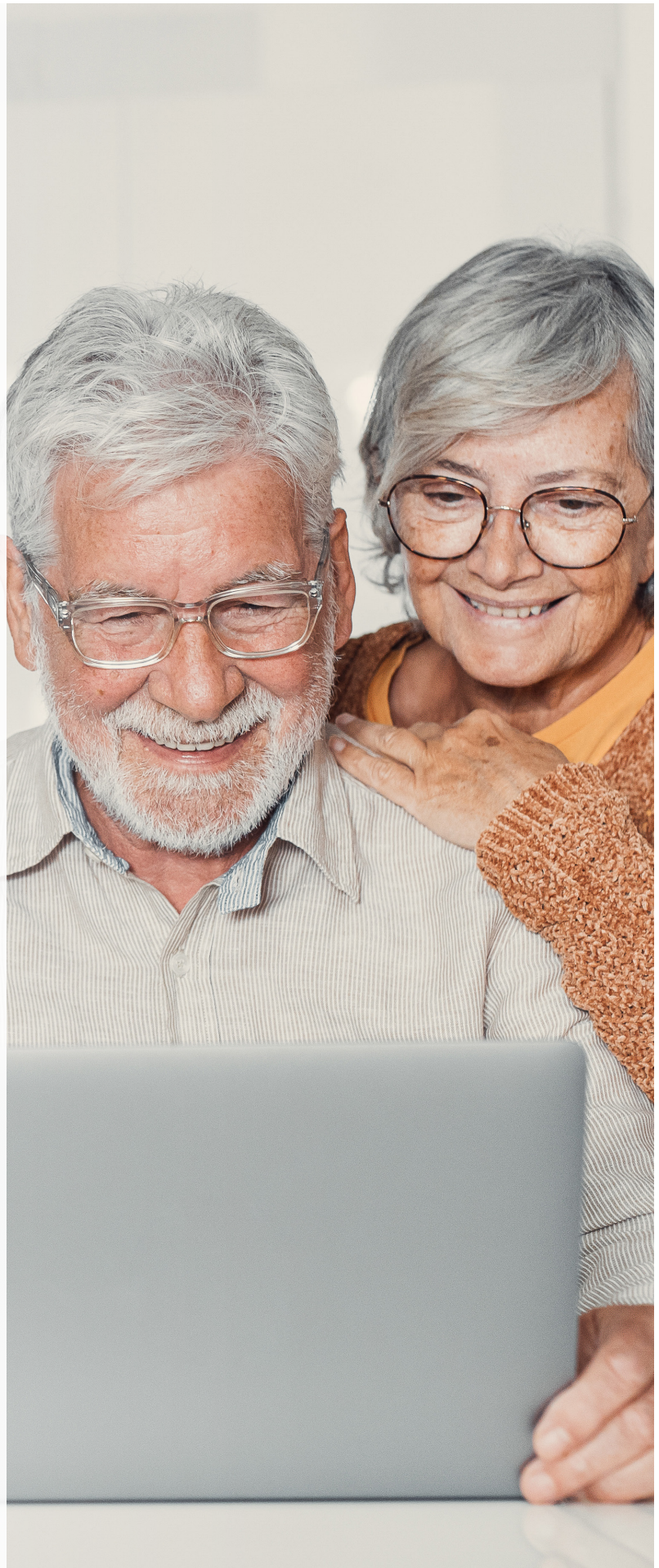
What can you expect from your Realtor®?

- Assessing the condition of your property and helping determine the best price
- Advising on improvements and staging ideas to enhance its marketability
- Promoting your property effectively to attract qualified buyers
- Fielding all inquiries, coordinating showings and reporting to you on both
- Receiving offers and handling negotiations to maximize your investment
- Assisting you at every step of the process by providing valuable advice and essential information
- Promote your best interests with expert real estate advice and skills
- Simplify the process of selling with specialized real estate knowledge
- Offer consumer protections with trust coverage and insurance
- Stay informed of market trends, neighbourhoods, and property histories
- Communicate honestly and frequently on all matters of concern to you and your real estate transaction
- Offer personalized marketing services including MLS® access

HOW CAN I HELP YOU

I will apply my knowledge and expertise to achieve the successful sale of your property. Here is what you can expect from me:

- Your needs, interests and objectives will be my top priority.
- I will learn what is important to you, so I can help you attain your real estate goals.
- I will work for your best interests at every stage of the home selling process, from the development and implementation of a Marketing Plan, through the negotiation of purchase offers, to the final settlement of the transaction.
- I will give you reliable information and solid advice so that you can make informed decisions. Please don't hesitate to ask questions.
- Communication is important. We will set up a system of regular contacts (whether in person, on the phone, by mail, fax or email) so I can keep you up-to-date on the progress of the transaction.



P R I C I N G S T R A T E G Y

THE 3 MARKET CONDITIONS



SELLER'S MARKET

Inventory is low. Properly priced homes generally sell **within the first month of listing**. If you have not received an offer within this time period, it is priced too high.



NORMAL MARKET

Inventory is meeting demand. There is no perceived advantage to either buyers or the sellers. Properly priced homes should sell **within 1-2 months**.



BUYER'S MARKET

There are plenty of homes for sale in every price range and area. Homes priced just below other, similar homes will usually sell **within 2-3 months**.

Usually, in a Buyer's Market, home values are on the decline so the sooner you sell, the better it is for you.

THERE ARE ALSO 3 MAJOR FACTORS TO SELLING A PROPERTY:

1. the listing price
2. the level of motivation in both the seller and the buyers
3. the marketing plan of your Realtor®

The things you can control are the initial listing price and your own personal motivation for selling the property. Your Realtor® is responsible for implementing an effective marketing plan.

Before setting your listing price, you need to seriously consider the following:

1. Are the benefits of moving important enough to you to price your property at fair market value?
2. Is your understanding of the current market value of your home based on actual statistical data?
3. Does it make sense for you to stay in the property any longer than you have to?
4. Are you willing to consider pricing your home just below similar homes that are currently for sale?
5. How long are you willing to wait for to sell your home?

the **SELLING** *Process*



STEP 1 **CONSULTATION**

Help me to thoroughly understand your needs, then enter into an agency relationship.

STEP 2 **LIST AND MARKET YOUR PROPERTY**

I will provide professional advice to market your property to its full potential, and optimize showings.

STEP 3 **SHOWINGS**

I will coordinate showings with prospective Realtors® and their buyers. I will provide detailed feedback from showings and help you respond to those insights if it's deemed necessary.

STEP 4 **PRESENTATION OF OFFERS**

I will advise how to negotiate an offer that is in your best interest!



STEP 5

OFFER ACCEPTED

Once an offer is accepted it will likely come with Conditions/Subject Clauses I will liaise with the Buyer's Realtor® to help ensure that Conditions/Subject Clauses are satisfied.

STEP 6

REMOVE SUBJECTS

Your property is SOLD! Now it's time to arrange for movers, transfer utilities, insurance, forward mail, etc.

You will need to visit your Lawyer or Notary to sign closing documents.

STEP 7

COMPLETION

This is the official date that you receive the funds from the sale of your home.

STEP 8

POSSESSION

I will deliver your keys to the Buyer Realtor®



REAL ESTATE GROUP



THE KEY *to* YOUR SUCCESS

A Realtor® is an invaluable asset when it comes to selling a property. The complex nature of real estate transactions requires specialized knowledge, legal paperwork and professional negotiation skills. The process can be overwhelming without the guidance of a trained professional.

With so many details, it can be too easy to miss something critical or make a costly mistake when selling on your own. Understanding the recipe for success includes everything from staging and pricing to negotiating offers and writing an enforceable contract that safeguards your best interests.

For many people, selling a property is one of the

largest financial transactions they will ever make. Plus when it comes to selling your personal home, it can easily become emotional. There's a lot at stake, which is why choosing to work with me is a smart move.

I'll protect you with valuable advice, knowledge and expertise that helps you sell with confidence knowing that you're making informed decisions.

Working with me helps to transform the selling process from stressful to enjoyable. Often, I can help you sell your property for a better price with fewer days on the market. When it comes to making one of the biggest financial decisions of your life, it pays to enlist my help.



Professional MARKETING STRATEGY



For Sale
Signage



Home Staging
when required



Professional
Photography



Virtual Tour/Video
when required



New to Market
Mail-out



Property
Brochures



Aerial Photos/Video
when required



Realtor® and Personal
Network of Buyers



Internet
Saturation



Market
Expertise



Floor plans
when required



Negotiation
Expertise

TIPS *for* BEST SHOWINGS

Buyers are excited to see your home. They have high hopes that this will be the one! Everything you do to help bring that vision to a reality will benefit you in the long run.

EXTERIOR:

- Move vehicles from the driveway and park away from the front of home.
- Place garbage bins and anything that is not attached to the home, in the garage or out of sight.
- Remove or coil garden hoses neatly.
- Remove any toys or pet related items from the yard.
- Remove seasonal decor.
- Straighten deck furniture.
- Cut grass and remove all weeds from cracks in concrete.

GENERAL:

- Turn ALL inside lights on, including lamps, under counter lights and stove lights.
- Replace any burned out bulbs.
- Open all drapes and blinds on windows with a good view. Exception would be bathrooms or bedrooms with a poor view.
- If blinds are down, ensure they are all equally angled open.
- Conceal cords. Unplug them from the wall if needed (except lights).
- Turn all ceiling fans off. They will create a motion blur in your photo.
- Turn all televisions off.
- Remove small rugs from floors, especially from tile or wood floors.
- Remove all family photos (these will create a distraction that can lose the buyer's focus).
- Make beds and close closets. If you want to showcase a closet let the photographer know.
- Remove all evidence of pets; pet dishes, pet toys, pet cages, litter boxes.

- Remove clutter from all rooms, ie, tissue boxes, remotes, cleaning robots, brooms, stacks of paper, boxes, bags etc.
- No shoes by doors or anywhere.

KITCHENS:

- Clear all counter tops. No dish rags or towels, soap, knives or cutting boards. It's okay to leave one or two small appliances for size perception, but more than that can be distracting.
- Remove dish drying racks and dishes from the sink.
- Clear the refrigerator completely of any magnets, pictures, lists, etc (front, sides and top).
- Remove any calendars. Calendars make a listing dated if it goes over 30 days.
- Remove trash can.
- Remove floor mats.

BATHROOMS:

- Clear the counter-top from absolutely every item considered to be personal.
- Remove toilet cleaning brushes, toilet plungers and trash cans.
- Remove shampoo and conditioner bottles and personal items from shower and tub area.
- Toilet lids must be down.
- Remove all floor mats.
- Ensure towels are neatly hung.

NOTES:

Store all removed items in the garage, closets, cabinets or pick one room in your home to store all the removed items that won't be photographed.

CHANGE *of* ADDRESS

UTILITIES, BILLS, AND OTHER VENDORS:

- Electricity
- Hydro
- Natural gas
- Cell phone
- Landline
- Cable
- Internet
- Water delivery/treatment

LEGAL AND IDENTITY DOCUMENTS:

- Driver's licence
- Passport
- Health card
- Insurance
- Tax documents (Income tax, Canada Pension Plan, Old Age Security, etc.)

PROFESSIONAL SERVICES:

- Pool
- Lawn
- Housecleaning
- Physician
- Veterinarian
- Attorney
- Dentist
- Optometrist
- Other specialists

FINANCIAL:

- Bank
- Credit card company
- Insurance (car, life, home, and health)
- Pension plan
- Car loan
- Other loans
- Reward programs

MISCELLANEOUS:

- Magazines
- Newspapers
- Professional associations
- Alumni associations
- Clubs
- Charities

14 TIPS FOR PACKING LIKE A PRO

This may seem hard to believe, but many people thoroughly enjoy their moving day and the time leading up to it. The secret? Being organized. Make sure you have the right tools, start early and work steadily. Make progress every day instead of leaving it all until the last minute.

1. Develop a master “packing/to do” list so you won’t forget something critical.
2. Purge! Get rid of things you no longer want or need. Have a garage sale, donate to a charity, or recycle.
3. Before throwing something out, remember to ask yourself how frequently you use that item and how you would feel if you no longer had it.
4. Pack like items together. Put toys with toys and kitchen utensils with kitchen utensils.
5. Decide what, if anything, you plan to move yourself. Precious items, such as family photos, breakable valuables, or must-haves during the move, should probably stay with you.
6. Use the right box for the item. Items packed loosely are more likely to be damaged.
7. Put heavy items in small boxes so they are easier to lift. Keep the weight under 50 lbs., if possible.
8. Do not over pack boxes, boxes that are packed comfortably will be less likely to break.
9. Wrap each fragile item separately and pad the bottom and sides of boxes.
10. Label every box on all sides. You never know how they will be stacked and you do not want to have to move other boxes aside to find out what is inside.
11. Use colour-coded labels to indicate which room each item should go in. Colour-code a floor plan for your new house to help your movers.
12. Keep your moving documents together, including phone numbers, the driver’s name, and van number.
13. Back up your computer files before moving your computer.
14. Inspect each box and all furniture for damage as soon as it arrives. Remember, most movers won’t take plants.



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SUTTON - PREMIER REALTY



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