



## 7 TIPS FOR SELLING YOUR HOME

### Questions to Consider

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- Why would you like to sell your home?
- Where do you plan to relocate to?
- What is a preferred time frame for moving out of your home and giving up possession?
- What are the most important goals in the sale of your house?
- Do you need help in finding a new home?

### Highest Value

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- Price
- Sale Conditions
- Exceptional Marketing

### Maximum Price

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- Market analysis of recently sold homes in your area
- Review actively listed homes in your area
- Features and current condition of your home
- Discuss market trends
- Report on supply & demand

### Sale Conditions

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- Preferred possession date
- Current Real Property Report to clarify any potential encroachments
- Inclusion of unattached goods such as appliances and fixtures
- Attached goods such as water purifiers, window coverings and TV mounting brackets

### Exceptional Marketing

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- Consider any possible improvements or upgrades to the home
- Prepare an ideal staging strategy to ensure your home shows its best
- Professional photography, virtual tour, 3D floor plans

- Floor plans and certified building measurements
- Print advertising, For Sale Sign, Just Listed
- Enter your home on MLS, Realtor.ca, PCS, my personal website, Remax.ca
- Social media strategy (Facebook, Instagram)
- Open house strategy
- Network with Realtors® in the Bow Valley

### Sales Process

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- Showing the property to other clients
- Schedule showings for other Realtors®
- Follow up on every showing, evaluate feedback
- Weekly reports, updates & strategy
- Adapting to market changes
- Present written offers, thoroughly review & analysis of the terms
- Strategically respond and negotiate to optimize price and terms
- Back up offer strategy

### Closing Process

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- Manage all documentation including condominium documents
- Monitor the Buyer Condition Period on their progress
- Facilitate access to the home for inspector, appraiser & other professionals
- Coordinate with your lawyer during the closing process
- Working with the Buyer's Realtor® to ensure a smooth closing
- Walk through & exchange of keys on possession date

**Thank you for this opportunity and we look forward to the successful sale of your home!**