

SELLER'S GUIDE

FOR SELLING YOUR HOUSE SEAMLESSLY





Chervon Hopkinson

Get to know your real estate agent

Prior to beginning his career in real estate and mortgage, Chervon worked for one of Canada's largest investment management firms. In that position, he honed his problem-solving and customer service skills and gained an introduction to the process of homeownership through government-regulated programs. As a dual-licensed agent, Chervon is able to streamline his clients' experience if they choose to work with him for both services.

Throughout his real estate career, Chervon has achieved awards and recognition, such as the Presidents Masters Emerald award, and continues to be among the top 6% of performers in Canada.

Chervon was raised in Toronto and has spent much of his life exploring the city and the Greater Toronto and Hamilton Area through his involvement with sports, family, friends, and community. This has allowed him to become familiar with the city and its people from all walks of life.

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Chervon is a passionate basketball fan and a die-hard Raptors supporter. He considers himself a hip-hop and R&B enthusiast. His hobbies include playing sports and traveling.

For Chervon, homeownership is a privilege, and he would be honoured to be a part of your journey

Before We Get Started

CONTACT YOUR LENDER

If you're planning to sell your house and you have an existing mortgage on the property, contact your mortgage lender before listing your house.

This will assist you in properly calculating your total equity

Here are some questions to ask:

1. What is my current mortgage balance?
2. What is my interest rate, and is it fixed or variable?
3. What is my mortgage term, and when is it set to mature?
4. Are there any prepayment penalties or fees associated with breaking my mortgage early?
5. What is my mortgage term, and when is it set to mature?
6. Is my mortgage **portable**?
7. Is my mortgage **assumable**?
8. Are there any special features or benefits to my mortgage that I should be aware of?
9. What steps do I need to take to close out my mortgage account once I sell my house?

What is a portable mortgage?

A portable mortgage allows you to transfer your existing mortgage to a new property when you sell your current home and buy a new one. This can be a useful feature if you want to avoid penalties or fees associated with breaking your mortgage early.

What is an assumable mortgage?

An assumable mortgage allows a buyer to take over the existing mortgage on a property, rather than obtaining a new mortgage. This can be a selling feature for a property, as it can make it easier for buyers to qualify for financing.

5 EASY STEPS

to sell your home

01

PREPARE

- Home tour and research
- Listing appointment
- Hire a real estate agent

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PRE-LISTING

- Establish a price
- Stage your property
- Marketing materials are designed and prepared

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LISTING TIME

- Your property is officially launched on the market
- Buyer prospecting time
- Be prepared for showings and open houses

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OFFER PROCESS

- Sales agreement
- Conditions
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MOVING OUT

- Closing preparations
- Moving and packing
- Closing Day

STEP 1: Prepare

HOME TOUR AND RESEARCH

Before we discuss the home selling process and your expectations, I will tour your property and offer you my insights on what can help you sell your home. Afterward, we will sit down and discuss the approximate value of your property based on current market trends and recent sales in your neighbourhood.

HIRE A REAL ESTATE AGENT

Sometime around our home tour and listing appointment, you will have to decide who you want to represent you during the home selling process. If you choose to hire me, I will walk you through all the listing paperwork, and we will get all the necessary documents signed to move ahead with putting your home on the market!

To help you decide, here are some unique key services I offer all my seller clients:

- ✓ Top priority and attention to your property
- ✓ Regular and timely communication with you
- ✓ Active follow-up of every buyer prospect
- ✓ Work with you and for you to obtain top dollar
- ✓ Fully customized marketing materials
- ✓ Suggestions to increase your home's value

LISTING APPOINTMENT

After our initial meeting, I will prepare a Comparative Market Analysis (CMA) that includes sold prices of comparable properties in your area. Once I am finished all my research and data collection, we will meet again. Based on all the data I collect and your needs, we will establish a competitive listing price for your home. We will also discuss the home selling process, timelines, and expectations from the sale to be on the same page and head towards one same goal as a team. Additionally, we will discuss my unique approaches to marketing your property so that you can rest assured that I will do everything possible to get your home sold for top dollar and fast.



Should I Sell My House First or Buy First?

Deciding whether to sell or buy a house first depends on several factors, including your financial situation, the current real estate market, and your personal circumstances. Here are a few things to consider:

➤ FINANCIAL SITUATION

If you need the proceeds from the sale of your current home to purchase a new one, you may need to sell your current home first. On the other hand, if you have enough savings or equity to purchase a new home without selling your current one, you could consider buying first.

➤ REAL ESTATE MARKET

If the real estate market is hot and homes are selling quickly, it may be easier to sell your home quickly and find a new one. However, if the market is slow or there is a lot of competition, you may want to buy first to ensure you find the right home before selling your current one.

➤ PERSONAL CIRCUMSTANCES

If you have a specific timeline or deadline for moving, such as starting a new job or the start of the school year, you may need to buy or sell first to meet your timeline.



STEP 2: Pre-Listing

ESTABLISH A PRICE

Pricing your home at the right price the first time is crucial to obtaining maximum exposure and selling your home quickly for top dollar. Doing so will also help you save money and time. Pricing a house correctly is mostly based on five factors: the property's location, its condition, its improvements (or upgrades), its age, and the market conditions experienced at the time of listing.

Therefore, our experience and access to exclusive information from various sources will help us determine a competitive listing price to ensure optimal results.

STAGE YOUR PROPERTY

Staging a house is the process of strategically arranging furniture and decor to make a home look its best while selling. This may involve refreshing your belongings, or moving all of your stuff out and renting furniture and decor to better suit the room's staging arrangements. Our goal is to create a clean, neutral, and coherent look to help buyers imagine what moving into your home could look like.

To help, we will give you personalized tips during our initial home tour, and we will provide you with a home staging checklist for reference on the following page.

MARKETING MATERIALS ARE DESIGNED AND PREPARED

While we go further into detail about our marketing strategy in the following pages, we will have professional photographers take high-quality photos of your home after staging your property. At the same time, we will have all our marketing materials professionally designed and customized to match and include the stunning pictures of your home.

Once all our marketing materials are designed, we will download and prepare them for print. Before listing day, we will personally deliver some printed marketing materials to you (such as property brochures, 'Welcome to our listing' signs, and business cards).

Aside from printed marketing materials, we will also tackle the digital world by having professional 'Coming Soon' and 'Just Listed' property social media posts posted on all our social media pages and sponsoring them to reach more prospective buyers.

Understanding the Market

The real estate market is always changing. It helps to understand how market conditions can impact your position as a buyer or a seller. Chervon can provide you with current real estate market conditions and explain their impact.

There are 3 types of markets that have an affect on your real estate goals.



SELLER'S MARKET: 0-2 MONTHS OF INVENTORY

A seller's market is when the number of buyers exceeds the supply or number of homes on the market. Characteristics of a seller's market include many buyers, homes are selling quickly and prices begin to increase. When selling your home in a seller's market you may have a stronger negotiation position and obtain a higher price for your property.



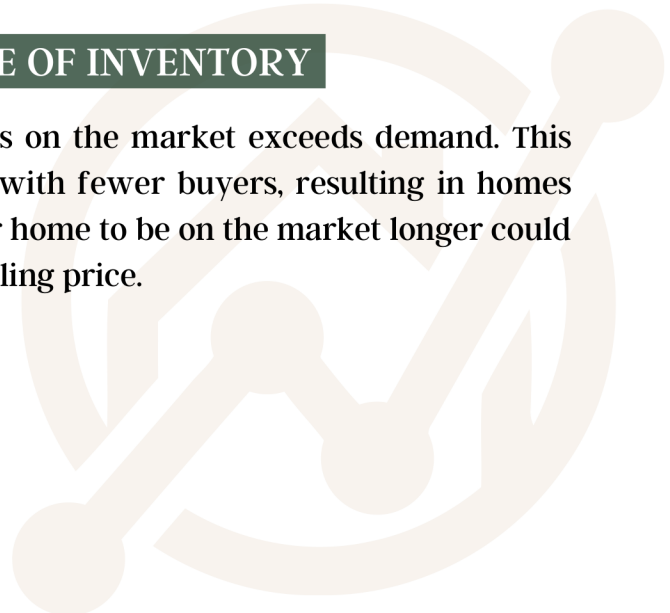
BALANCED MARKET: 3-4 MONTHS OF INVENTORY

A balanced market occurs when the number of homes on the market is closely matched to the demand or number of buyers. This market tends to see homes sell within an acceptable time and prices are generally stable. You can expect a more relaxed atmosphere in a balanced market as buyers have a reasonable number of homes to choose from.



BUYER'S MARKET: 5 MONTHS OR MORE OF INVENTORY

A buyer's market exists when the supply of homes on the market exceeds demand. This happens when there's a high inventory of homes with fewer buyers, resulting in homes staying on the market longer. The potential for your home to be on the market longer could lead to less leverage in negotiating the terms and selling price.



DANGERS OF OVER-PRICING

Overpricing a property can lead to several risks that can negatively impact a seller's ability to sell the property. These risks include longer time on the market, limited interest from potential buyers, a lower final sale price, a perception of problems with the property, and missed opportunities.

A property that is priced too high may not attract many buyers, resulting in a lower final sale price or even forcing the seller to lower the asking price. Therefore, it is essential to price a property appropriately from the start to avoid these risks and increase the chances of selling the property.

OFFER DATES

An 'Offer Date' refers to a practice in real estate where a seller delays accepting any offers from potential buyers until a specific date and time. During this period, potential buyers are free to view the property, but they are not allowed to submit any offers until the specified date unless the sellers allow 'preemptive offers'.

The practice of an offer date can be used to:

- Generate more interest in the property and create a sense of urgency among potential buyers.
- Reduce time on the market
- Multiple offers leading to a higher sale price

An offer date can also provide the seller with more time to evaluate the property's market value and determine the best pricing strategy. It can also be useful in situations where the seller wants to avoid the hassle of dealing with multiple offers coming in at different times.

However, the practice of holding offers can also be controversial, as some buyers may feel pressured to make an offer without having enough time to thoroughly consider the property. Additionally, there is no guarantee that holding offers will result in a higher sale price, as it depends on the level of interest from potential buyers and the market conditions at the time.

Home Staging Checklist

To stage your home and get it ready for launch day, consider doing the following:

Remove personal items. A few personal things on display is acceptable, but we want to make sure we leave enough room for a prospective buyer to picture themselves living in the home (not you). These items include pictures, awards, personal collections, personal paintings, etc.

Deep clean the entire house. Don't forget to clean all flooring and pet areas as well!

Decorate your home with neutral colours. If you plan to paint or replace/rent décor items, consider choosing neutral colours to brighten up the living spaces. Great colour schemes to choose from are light greys and whites for main areas and soft blues and greens for bathrooms.

Clear all items from countertops (except for décor items). Remember to remove all toiletries in the washrooms and all items on kitchen countertops. However, consider leaving a vase of flowers in the bathroom and a luscious bowl with fruit in the kitchen to add touches of colour.

Declutter, declutter, declutter. Unless you have a minimalist lifestyle, you have likely accumulated many items during your stay in the house. As we aim to create an open and clean space inside your home, it is crucial to remove as many unnecessary items as possible. Furthermore, a decluttered home maximizes your home's space, which can give the impression to the buyer that your home has more square footage than it has in reality. If you have no space for storage, consider renting a short-term storage bin or locker.

Keep the lawn manicured and watered regularly. Don't forget to trim hedges, weed flower beds, and prune trees regularly as well. Also, keep the lawn free of clutter and add fresh mulch to garden beds.

Make all beds and style them. Tip: add multiple coherent décor pillows to make a bed look more comfortable and sumptuous.

Organize closets. If you have regular closets, try to make it look as organized as possible. If you have a walk-in closet, remove as many items as possible to make it look very spacious.

Wash or paint the home's exterior. A fresh coat of paint on the exterior of your home will make your property's curb appeal stand out. This is not really a low-budget job, if you can, we recommend doing it.

Remove or hide any trash, recycling, or compost bins in all rooms.

Add a new or clean welcome mat on your front porch and hang a beautiful wreath on your door. Depending on your front porch's size, consider adding outdoor pots with plants as well to finish off a warm look. To freshen up your front door, add a fresh coat of paint.

Hide ALL cords from electronics. Also, consider hiding or removing any unnecessary devices (such as video game consoles).

Add clean towels in the bathroom and place them neatly. You can also add rolled-up towels to create a more 'spa' look.

When you pair an item, do so in 1s, 3s, or 5s. The eye appreciates these pairings!

Try giving a fresh coat of paint to your home's interior. If this is not possible, paint the trim to provide a pop of colour throughout the house.

Photography Pre-Shoot Checklist

exterior.

- Clean up the landscaping: trim bushes and mow/edge lawn
- Close garage doors
- Pressure wash driveway/walkup
- Remove children's toys and patio furniture
- Remove yard clutter
- Remove cars from driveway

general.

- Leave all lights on and turn off any ceiling fans
- Turn off any devices (including TVs)
- Open all blinds and curtains
- Declutter the entire home: remove any excess furniture and any other items
- Touch up paint
- Deep-clean the entire home

bedrooms.

- Make beds and tidy up the rooms
- Remove any personal photos and items
- Store away toys, clothes, devices, and valuables

bathrooms.

- Clear countertops completely
- Keep toilet seats and lids down
- Remove plungers and cleaning items
- Clean all glass surfaces and mirrors
- Hang clean towels neatly and remove rugs
- Remove all personal items (i.e., soap, shampoo, etc.) from tubs and showers

kitchen.

- Clear countertops completely
- Empty sinks and store dishes away
- Empty and hide garbage bins
- Remove all magnets from refrigerator
- Remove or hide any pet food, accessories or kennels



Marketing Strategy

PROFESSIONAL PHOTOGRAPHY

Since the internet's growth, more buyers have been using various real estate home search engines to find their next home. Therefore, real estate photography is an essential marketing strategy for sellers, so we invest in professional photographers to take stunning pictures of your home.

Properties that look visually professional and aesthetic will entice buyers (especially millennials) scrolling through the web to click on those homes rather than poorly presented homes.

Additionally, listings that have professional photography tend to: sell faster on the market, sell at a higher price point, attract more international buyers, and attract more buyer leads to visit the home in person.



NETWORK MARKETING

Investing time to create relationships with other real estate agents and industry professionals pays off when it comes to listing your home. I will personally reach out to all my wonderful colleagues and tell them about your home to spread the word. This will make your listing known around their networking circles, boosting your property's visibility.



ADVERTISING & MARKETING

Other than the marketing strategies listed above, we will: place signage on your lawn and around your neighbourhood, host open houses, create a personalized email campaign, distribute stunning customized property flyers, and promote your home across social media networks.

What other techniques do we use to promote your property?

- Networking
- Signage (including a lawn sign)
- Email marketing
- Custom-designed property flyers
- Open houses (weekends & weekdays)
- Social media marketing
- & more!

Where do we promote your property online?

- Realtor.ca
- YouTube
- Facebook
- Instagram
- Twitter
- LinkedIn
- TikTok



WHY MLS?

When your home is listed on Multiple Listing Service (MLS), all the property information, photos, and other details are published nationally. This means that your property is exposed to prospective buyers from all over the country and international buyers. Additionally, licensed real estate professionals in your area will be notified whenever your property gets listed. Therefore, they will have the chance to immediately book a viewing appointment for their qualified and interested buyer clients.

STEP 3: Listing Time

YOUR PROPERTY IS OFFICIALLY LAUNCHED ON THE MARKET

The day you have been preparing for is finally here! On launch day, your property will be officially posted online and appear as an active and new listing on MLS. From this day until an offer has been accepted, many real estate agents will be making showing requests. So get ready to leave your home on short notice and for a few hours at a time.

Now, a common question we get from sellers is: **"When is the best day of the week to launch our listing?"** One thing to remember is that whenever we list a property, we strive to obtain multiple offers on your home to ensure you get the best price for your home. To do this, it is vital to get as many showings compacted in the shortest amount of time as possible.

Weekends are the peak days of the week, where people are often most available to view homes. Therefore, if we list early on in the week and receive an offer immediately from few buyers who went to view your home, you will not be giving a chance to those who are mostly available on weekends to view the property. This is because you will have to decide on the offer you have already received. Therefore, we recommend launching your property closer to the weekend—more specifically, on a Wednesday or Thursday—to ensure maximum buyer exposure and get as many viewings as possible within a few peak days.

BUYER PROSPECTING TIME

Starting on launch day, we will go full-out on exposing your property to prospective buyers. Consistent exposure of your home will be spread across all our social media platforms. We will place targeted Facebook and Instagram ads and customize the audience according to the types of buyers we aim to attract. We will also personally reach out to our real estate professionals' networks and share your listing with them so they know of your property for any interested buyer clients they may know.

Additionally, all scheduled events (including open houses) will be completed until a sales agreement is negotiated and accepted.

BE PREPARED FOR SHOWINGS AND OPEN HOUSES

Once we launch your property, real estate agents will start contacting us to make showing appointments. Depending on your property and market trends, you may experience many showings in a short span or occasional ones. In any case, it is crucial to be prepared for showings and open houses. Here are some tips to help you during this time:

- Be **flexible** to prospective buyers' schedules to avoid missing out on a strong offer.
- Get everyone in your household on the same page to be all **informed** when showings are happening to help them maintain their spaces clean and tidy.
- Get your entire household to **vacate** your property to avoid making buyers feel uncomfortable and leaving them an empty space to visualize themselves living in your home without added pressure.
- **Create a mood** by setting a tone that accentuates your property's features. Examples include: light a fire if you have a fireplace (even if it's summer), create a romantic atmosphere by placing two clean champagne glasses on a table with a bottle of champagne, turn on some soft music at a low volume like in stores, turn on any decorative water features (such as fountains), drape sensuous materials such as chunky knit blankets over your chairs and sofas.

SHOW-YOUR-HOME READY IN ONE HOUR

Make the beds

Throw all your clutter in a laundry basket and take it to your car

Put up your "show" towels

Create light in the house by opening curtains and blinds and turning on ALL lights

Empty all garbages into a garbage bag and put it in an appropriate room or take it with you

Vacuum all carpets

Clean all glass and mirrored surfaces

Sweep the front porch and shake out the door mat to remove debris

Clear kitchen and bathroom countertops (except for decorative items)

Close all the toilet seats

Wipe down all countertops

Secure your pets or take them with you

Sweep and mop all hard-surfaced floors

Put laundry away (or take it with you)

STEP 4: Offer Process

SALES AGREEMENT

Once a buyer tours your property and decides they would like to purchase it, the buyer's representative will prepare an offer and send it to us.

After an offer is submitted, we will sit down and go through the offer together. Although it may be tempting to go with an offer that has offered the highest sale price, we will also have to consider other sales agreement factors: conditions, financing condition, closing timeline, buyer letter, and repair requests.

Once we have discussed an offer, you will decide how you want to move forward. You can: **accept** the offer, **decline** the offer, or **counter-offer** (which occurs when you want to negotiate on the sales agreement terms). If you choose to counter-offer, the buyer would have to decide whether they wish to accept, decline, or counter the counter-offer. After negotiations, if one party agrees with the offer, we will finalize all signatures. The buyer will have to bring the deposit to secure the contract. Now, any inspections, appraisals, financing approvals, or anything else will take place.

Conditions are found in most sales agreement contracts. The most common ones included in a contract include home inspections and financing.

A buyer can hire a professional **home inspector** to review your property's condition closely. It typically takes 1-4 hours. Suppose the inspector finds anything significant that needs to be repaired. In that case, they may counter-bid on the sale contract, which you may accept, decline, or counter-offer.

A finance condition is often requested by the buyer to ensure that the buyers are not over-paying too much and are approved for your property.

All conditions have deadlines by which the buyer will have to waive the conditions to make the sales agreement firm and proceed with the transaction.

CONDITIONS

STATUS CERTIFICATE

A status certificate applies to condos. It is a document that provides important information about a condominium corporation, including its financial status, legal claims or, insurance coverage, and other relevant details that could impact the value of a unit within the condominium. The status certificate is typically provided by the seller upon buyer's request for their lawyer for review. Upon acceptance, the seller has 10 days to provide the status certificate and the buyer has 3 days the right to review the status certificate before making a final decision on whether to purchase the unit.

More About Home Inspections

Q:

WHEN DOES A HOME INSPECTION USUALLY TAKE PLACE?

Although home inspections can take place later, usually the appointment takes place within 1-5 days after the offer is accepted.

Q:

HOW MUCH DOES THE SERVICE COST FOR SELLERS?

Buyers choose and purchase a home inspector's services, so they incur the whole cost. Therefore, there is NO COST to you, the seller. However, Sellers may opt for 'Pre Listing Home inspection'.

Q:

WHAT HAPPENS AFTER AN INSPECTION?

Negotiations usually happen within a few days of the home inspection appointment. If there are any issues with the property that the home inspector finds, the buyer can:

- Accept the house as-is
- Back out of the transaction
- Negotiate. They can offer you a lower sale price or ask you to fix the issues before closing day.

WHAT IS INCLUDED IN AN INSPECTION?

Basement • Foundation • Crawlspace • Roof + Components • Doors (including garage doors) • Electrical • Attic + Insulation • Appliances (select) • Windows + Lighting • Stairs • Grading + Drainage • Structure • Exterior + Siding • Plumbing • Attached Garages • Heating + Cooling

STEP 5: Moving Out

CLOSING PREPARATIONS

At this point, the buyer's lending approvals have been met, and closing documents have been ordered. The closing appointment has been scheduled, and now it is just a matter of preparing for the big day.

As you prepare for closing day, make sure you have completed the following duties:

- Secure your seller documents
- Deep-clean your house
- Turn off all valves and switches after moving out
- Cancel your insurance policies
- Change your address on subscriptions, bills, banks, etc.
- Transfer your utilities to your new home
- Collect all house keys, remotes, gate keys, pool keys, and mailbox keys for the buyer

MOVING & PACKING

While you wait for closing day to arrive, don't forget to plan and prepare for your move into your next home!



CLOSING DAY

Closing day is here! The buyer will have a final walk-through of your property 24-48 hours before closing. This is to ensure that you have left your home in the same condition as they purchased it (except for minor wear and tear).

Closing typically takes place at your lawyer's office. You will need to bring some documents with you, including:

- Valid government-issued ID
- All house keys, garage door openers, mailbox keys, pool keys, etc.
- Cashier's cheque to pay for closing costs
- Any outstanding documents requested from your lawyer or lender

Both the buyer and the seller will incur closing fees. For the seller, these fees typically include:

- Lawyer's fees
- Real Estate Commissions
- Title Insurance Home Warranty
- Any unpaid survey or assessment fees
- Any outstanding taxes, fines, or claims against your property
- Any mortgage discharge fees

CLOSING DAY REFERS TO THE DAY THAT FINALIZES YOUR PURCHASE. AT CLOSING, FUNDS AND DOCUMENTS ARE EXCHANGED TO TRANSFER OWNERSHIP TO THE BUYER. AFTER CLOSING, YOU WILL RECEIVE ANY REMAINING FUNDS FROM THE SALE OF YOUR PROPERTY.

Finally...
congrats!

**YOUR HOME IS NOW
OFFICIALLY SOLD
AND YOU ARE READY
TO BEGIN A NEW
CHAPTER!**

Client Reviews



“I called Chervon very last minute to assist in selling my property. He immediately initiated a plan to ensure we were able to sell at price reflective of the market. He understood our predicament and was able empathize with us which made us feel a lot more comfortable with our decision.”

-JACKIE

“We honestly were not even thinking of selling and just wanted to have a casual conversation with Chervon. He provided great insight with data which made us realize the possibility and timing of upsizing was now! We immediately starting preparing our house to list it on the market. And we successfully sold in 2 weeks.”

-KEVIN

“I reached out to Chervon after seeing his for sale sign on a property down the street from my house. Because he had sold a house recently in the area I was confident he would be able to replicate his results after seeing the condition of the home he had recently sold. I was not disappointed!”

-AHMED

“We called Chervon in efforts to look for a new private mortgage. After reviewing our finances and the current market he advised us that it was better to sell and purchase something that is more reflecting of the stage of life we were entering. We sold and was able to relive our debts thanks to his assessment.”

-MILDRED

Seller's Glossary

Appraisal: *An estimate of a property's value performed by a professional Appraiser.*

Assessed Value: *The value of a property, set and used by each municipality for the purposes of calculating property tax*

Chattels: *Moveable personal property that goes with the seller*

Conditional Offer: *When the sale of the home hinges on predetermined conditions. If the conditions are not met, the buyer can back out of the deal.*

Comparative Market Analysis (CMA): *The most widely used comparison technique for REALTORS to establish the value of residential properties.*

Conveyance: *The term used to describe the process of transferring the seller's title to the buyer and indicates all the necessary steps to complete the transfer. A lawyer responsible for the conveyance process.*

Counter Offer: *An offer made by the seller back to the buyer altering one or several terms and/or conditions of the offer as originally written.*

Discharge: *A signed document from the lender indicating that the mortgage contract has been fulfilled*

Easement: *A legal right to use or cross (right-of-way) another person's land for limited purposes.*

Encroachment: *An intrusion onto an adjoining property. Such as a neighbour's fence, or storage shed, which partially (or even fully) intrudes onto your property.*

Encumbrance: *A restriction which is either a monetary claim against the land (such as a lien, mortgage or lease), or a non-monetary one (such as an easement).*

Multiple Listing Service® (MLS® System): *A cooperative selling system operated and promoted by a Board that includes an inventory of listings of participating from REALTORS.*

Title Search: *A detailed examination of the ownership documents to identify the owner and any liens or other encumbrances on the property.*

Zoning: *Land Use Bylaw specifies in great detail every aspect of how property within a particular area of the municipality may be used*



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