



**CASA REALTY.ca**

where a house becomes home

## THE SELLER'S GUIDE



REAL ESTATE  
**professionals**

*Brokerage independently owned & operated*

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If you're thinking of selling, no doubt you have a myriad of questions.

What's my home worth? Should I use an agent or do it alone? How do I make my home attractive to buyers?

And, of course, the big one: How do I get the most for my home? This resource guide will help.

We know selling your home is a journey, and the more informed you are about what to do and expect along the way, the more successful your home sale will be.

Ideally you want that journey to end with your home selling quickly and for the best possible price.

This resource guide will get you there. Just think of us as your personal tour guides along the way, here to answer any questions you may have.

Let the journey begin. Enjoy!



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where a house becomes home



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# *Our Mission Statement*

We are a dynamic team operated by productive, high energy, positive, enthusiastic leaders, who serve from a basis of unyielding integrity, committed to the success of people whose lives we touch.

We want to be the best team we can by helping those we serve find greater meaning, joy and success in their lives through the products and services that we offer them.

Our goal is to create great results for our customers and make a difference in their lives through providing seamless service and an over-the-top buying or selling experience. We want to be your real estate team for life!

We promise to be true to our clients, to operate with the utmost integrity, and to serve our clients needs before our own.

This is who we are! You can count on us to deliver!

## *Step 1*

# *Choosing the Best Agent for you*

Most sellers use a real estate sales professional and for good reason. A skilled agent can ensure your home sells quickly and for top dollar, all while making the entire process seamless and as stress-free as possible.

### **OTHER REASONS TO CONSIDER USING A REAL ESTATE AGENT:**

#### **1. PRICING IS A REAL ART**

The biggest factor in determining how quickly your home sells will be the price, and deciding that price is harder than it seems. It takes market expertise, experience and skill as even 1% more for your home can mean thousands to your bottom line.

#### **2. NEGOTIATING MATTERS**

Negotiating is not just presenting an offer and seeing what happens. It requires impeccable communication skills, finesse and fearlessness to achieve your best result. This requires a professional.

#### **3. MARKETING IS COMPLEX, MULTI-PRONGED**

Marketing a home today is well beyond a lawn sign and MLS®. In fact, the most successful marketing plans involve a targeted, multi-pronged approach to ensure your home is not only beautifully displayed but also visible, literally everywhere!

#### **4. SAFE SHOWINGS ARE #1**

Sellers face a unique set of challenges today with COVID-19 especially when it comes to in-person showings. We adhere to a strict set of protocols to ensure the safety of our sellers, buyers and visiting agents.

#### **5. THE PAPERWORK IS DAUNTING**

If you think doing your own taxes is a challenge, try navigating the paperwork for a real estate transaction. A great agent will dot the i's, cross the t's, ensure no deadlines are missed and your interests are protected.

# What to look for in an agent

When choosing an agent, make sure they meet this profile. It makes all the difference.

- 1 HIGHLY SKILLED, REAL ESTATE AREA EXPERT**  
On the pulse of all local market activity and have intricate knowledge of active and past inventory. They keep you informed and are by your side every step of the way.
- 2 MARKETING GENIUS**  
They know exactly how to set the ideal price for your property, so that it sells quickly and for top dollar. They also know how to promote your listing effectively to attract the most qualified buyers.
- 3 SKILLED NEGOTIATOR**  
Negotiating requires expertise and skill, period. Great agents have mastered this art and bring confidence and calm at offer time. They guide you through the negotiation process helping you understand what to include, what to give up and most importantly, when to walk away if reasonable terms cannot be reached.
- 4 SOMEONE WHO MAKES THINGS EASY**  
Not only to handle the paperwork, but your agent should recommend reputable movers, contractors, and other professionals you need. Your agent does the heavy-lifting so you can sit back and the enjoy the process.

## About Sonia

Having worked and collaborated with industry leaders, mentored fellow Realtors and managed offices at various locations throughout Vaughan and the GTA over my 30-year real estate career, has allowed me to become a knowledgeable and versatile agent. My commitment, professionalism and attention to detail while servicing my clients at the highest level has placed me in the top 5% in Canada for Royal LePage.

I believe that the practice of real estate means keeping up to date on marketing trends, market conditions, mortgage rates, and key market factors.

My knowledge and expertise will help you make informed and successful decisions when buying and selling real estate. And with the highest level of honesty, integrity, fair advice, and successful negotiations, I'll help make the process enjoyable!

My friendly, easy-to-deal-with approach allows me to establish comfortable relationships with client's and help each one make the right real estate choice for yourself and your family. That's why most of my business is through referrals.

I have worked with Royal LePage for over 20 years. Royal LePage is a Canadian Company that I am truly proud to be a part of. Their branded charity, The Shelter Foundation, is not only dedicated to funding women's shelters; but also violence prevention and education programs.

The company's Mission Statement, "Helping You Is What We Do", and our own branding with Casa Realty, "Where a House Becomes Home", is something I live and breathe whenever I'm working with a client, and I'll prove it to you every step of the way.



# What we can offer

## *Customized Marketing plans*

With innovative marketing tools and technology, your listing will receive professional, high-quality marketing materials and gain maximum exposure.

## *Robust Marketing Materials*

At Casa Realty, we take your business seriously and have invested a considerable sum of money into our marketing.

## *Professional Marketing Materials*

Your home will receive professionally-designed marketing materials for web and print, including but not limited to:

- Feature sheets
- Web tours
- Social media posts
- Photography
- Videography
- And more

## *Local & Global Exposure*

At Casa Realty, we make sure your listing gets a large amount of exposure using the following platforms:

- Public and private showings
- CasaRealty.ca feature
- A unique property website
- Social media advertising
- Listing on Realtor.ca & MLS®
- Syndication to the most popular listing websites worldwide

*Our highest  
compliments are  
your referrals and  
creating a long lasting  
relationship!*

# The Selling Process

## WHAT TO EXPECT

Although your selling experience will be tailored to your unique needs, wants, and timeline, here is a general idea of what you can expect throughout the process:

- 1 MEET**  
for a seller's consultation at your home to discuss your needs and review your home's value in today's marketplace.
- 2 ESTABLISH**  
your personalized pricing strategy and marketing plan.
- 3 PREPARE**  
your home for the market by completing repairs and upgrades as needed with my team of tradespeople.
- 4 MARKET**  
your home online, personally, and throughout a local and international network and print media.
- 5 MANAGE**  
showings and relay all feedback from buyers' agents with the help of state-of-the-art technology through BrokerBay.
- 6 REVIEW AND DELIVER**  
unparalleled support in analyzing each offer with you and apply strong negotiations on your behalf until a favourable outcome is achieved.
- 7 GUIDE**  
you through the closing process and offer support and expertise as you transition to your next home.

## Get a head start

In preparation of selling, here are a few items that you can begin gathering now:

### For homeowners

- A copy of your house key(s)
- Floor plans
- Property survey
- Title insurance policy
- Latest home appraisal
- A list of the items you want to exclude from the sale
- Receipts and warranties for home upgrades/renovations
- Rental Agreements
- Latest utility bills
- Latest tax bill

### For condo owners

- Maintenance fees
- Building pass key
- Status certificate
- List of building by-laws and restrictions
- Parking spot and locker numbers
- Rental agreements
- Latest utility bills
- Latest tax bill

## Notes

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## *Step 2* *Pricing Smart*

First, it is important to understand that only the market can determine the ultimate value of your home. That said, choosing the optimal list price is essential to ensuring you get top dollar!

Depending on market conditions, too low, you risk not getting as much as you possibly can. Too high, you risk losing buyers, not to mention the fact that overpricing simply helps competitive homes sell faster.

To complicate this, your home is an emotional asset. It's hard to see it objectively as a "product" for sale. Finding the optimal price is an art that great agents spend their careers mastering.

Pricing today requires a combination of market expertise, an exhaustive study of similar homes for sale, previous sales and some old-fashioned street smarts.

Pricing your home right from the start will result in the highest exposure, more showings, more offers and ultimately the highest price for your home.

*Setting a list price for your home is no easy task but it's a critical one.*

↑ **15%**  
*Too high*

Fewer qualified buyers bother to see the home.

**15%** ↓  
*Too Low*

Risk losing \$37,500 to \$67,500 on the sale of the home.

\*Home for sale in the \$250,000 - \$500,000 price range.

## Step 3

# Preparing Your Home to Wow

Once you've set the price, your next step in the journey is preparing your home to wow buyers from the moment they drive up.

This is more important than you might think. REALTORS® repeatedly find that people cannot visualize the potential of a home. They have to see it. That means that how your home shows now is how people see themselves in it.

They can't see past the chips, leaks, clutter and stains—in fact, they tend to focus even more on those things. You can, however, dramatically improve how your home shows with a few quick and easy fixes.

### THE 3 R'S OF PREPPING YOUR HOME FOR SALE

#### 1. REMOVE

Get rid of as much clutter as possible. Give it away, sell it at a garage sale, put it in storage, but just get it out of the house. You want your home to look spacious and tidy.

#### 2. REPAIR

Chipped paint, cracked tiles, squeaky hinges, loose handles, leaky faucets. Fix everything you can. If you need a handy person or contractor, we can help!

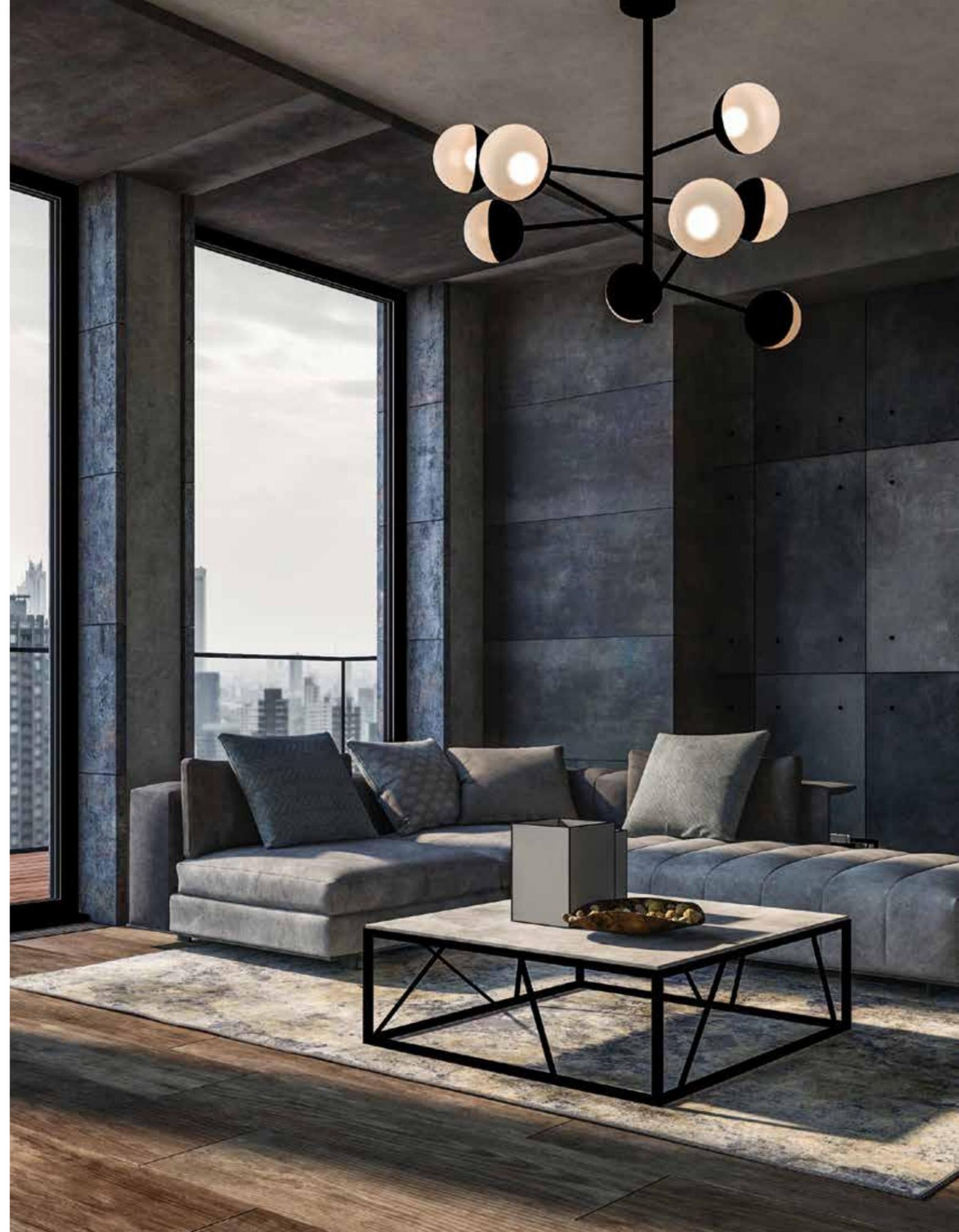
#### 3. RENEW

Clean, clean and clean again. It's that important. You want your home to look guest ready. Organize each room so that it looks like a showcase. A fresh coat of paint can go a long way to dramatically improving the look as well.

**Sound overwhelming?** Here's the good news: Everything you remove, clean or repair helps to sell your home faster and for a better price. So it's like getting paid to do it!

*Staged homes sell 49% faster  
and for 7-11% more\**

\*Source: NAR





# *Tips for preparing your home*

Work through our checklist here to make sure your home is prepared for the market:

## *Declutter*

- Donate or sell unwanted items in good condition
- Discard broken or unusable items
- Donate or discard duplicate items
- Rent a storage unit if needed
- Put away all items on kitchen and bathroom counters
- Put away pet toys and children's toys
- Organize closets
- Remove extra pillows and blankets from chairs and couches
- Organize bookshelves and cluttered areas

## *Depersonalize*

- Pack away family photos
- Pack away knick-knacks
- Pack away collectibles
- Paint bold wall colours a neutral colour
- Remove magnets and postings from the fridge
- Remove valuables, such as jewelry, and store off-site in a safe, secure place

## *Curb Appeal*

- Clear the walkways of debris
- Mow the lawn/shovel the snow
- Clean the windows
- Clear the gutters
- Plant flowers and trim greenery
- Freshen up the paint on the front door and garage door

## *Minor Repairs*

- Fix dripping faucets
- Fix or replace broken doors and locks
- Fill, sand, and paint any holes in the walls
- Re-caulk old tile in bathrooms and kitchens
- Replace or fix broken windows

*Deciding on the right offer is more complex than saying yes to the highest bidder.*

## *Step 4*

### *Reviewing Offers*

Once all offers have been made, it's time to sit down and review the best possible options. Throughout the offer process, you may hear terms that you are unfamiliar with.

Here is a quick and easy overview of some common terminology.

- 1 FIRM OFFER**  
An offer made without any conditions.
- 2 CONDITIONAL OFFER**  
An offer containing conditions that must be met before the sale is final. Typical conditions include a home inspection, approval on financing, or the approval of a status certificate for a condominium.
- 3 BULLY OFFER**  
Also known as a pre-emptive offer, a bully offer is presented before the official offer review date set by the seller's agent.
- 4 MULTIPLE OFFER SCENARIO**  
When two or more offers are presented to the seller.
- 5 COUNTER-OFFER**  
An offer presented back to the buyer that is a revised version of their initial offer. This can include an adjusted price, conditions, or closing date.
- 6 INCLUSIONS & EXCLUSIONS**  
Items in the home that are included or excluded from the sale. These typically include light fixtures, appliances, or decorative items. Also referred to as chattels.



## Step 5

# Negotiating Expertise

When an offer comes in—perhaps multiple offers—this is where negotiating expertise counts to ensure you achieve the highest price and best terms. Depending of course on market conditions, chances are an offer will be higher or lower than your asking price. Don't be concerned or offended, it's normal. In fact, the best way to think about an offer is as a starting point to a conversation.

### THINGS TO KEEP IN MIND WHEN NEGOTIATING:

#### COUNTER-OFFERS ARE NORMAL

Expect some back and forth. They offer, you counter and eventually come to an agreement.

#### PRICE ISN'T THE ONLY THING

You can negotiate on price, offer conditions, assets included. Don't get stuck on one thing.

## Momentum is the secret

Things happen fast at this stage. That's why having skilled agents to represent you is vital. We will walk you through the details of the offer or offers, make recommendations on how to proceed, and keep the process moving forward until we have success on your terms.

Once you accept the final offer, the buyer provides a deposit to be held "in trust" until conditions are met and the transaction is final and title is transferred.

If there are conditions to be met, usually within a specific time frame, we will handle all of these details and ensure a notice of fulfillment is signed and your sale is firm awaiting the closing day.

## What negotiating 1% more for your home looks like

Negotiating just 1% more for your home can mean thousands more to your bottom line.

\$600K	\$6,000
\$800K	\$8,000
\$1M	\$10,000

## Step 6

# Closing the Sale

Your agent will act as your liaison between key stakeholders throughout the closing process. This includes the buyer, buyer's agent, real estate lawyer, and any other involved parties.

Once all paperwork has been completed, your agent can help you organize and coordinate your move, if desired. The keys to your home will be exchanged on closing day, and your sale will be complete!

### THE COST OF SELLING

There are several costs associated with the selling process. The exact price of each will vary:

#### LEGAL FEES

These include real estate lawyer fees, which will vary depending on the legal firm you choose.

#### HOME INSPECTION

We recommend sellers receive a pre-listing home inspection to identify any issues in their home.

#### STATUS CERTIFICATE

Needed for condos only. The status certificate is a set of documents that describe the legal and financial details of the condo board.

#### RENOVATIONS AND STAGING

To gain top dollar for your home, renovations or staging services may be recommended.

#### MOVING COSTS

Will you be hiring a moving company to help you move? Will you be renting a truck? Consider these additional post-sale costs.

#### CLOSING COSTS

These can include Land Transfer Tax, Municipal Land Transfer Tax (for Toronto properties), Title Insurance, and more.

#### MORTGAGE DISCHARGE FEES

Your mortgage provider may require a discharge fee.

#### COMMISSION

Will be outlined in the agreement between you and your agent based on the service package selected.





## *Post-Sale Reminders*

Here is a helpful checklist you can use to get ready for closing day.

- Arrange to have utilities disconnected on closing day
- Arrange to discontinue Internet and cable services
- File change of address notice at the post office
- Change shipping address for subscriptions and delivery services
- Confirm moving and delivery dates with movers
- Pack an essentials box for everything you will need on moving day
- Close all shut-off valves to sinks, toilets, dishwashers, fridges, etc.
- Leave all house keys, remotes, mail keys, etc. for new owners
- Leave all manuals, receipts, and warranty information for new owners
- Check all drawers and closets for missed items
- Turn off all light switches
- Close the blinds and windows
- Lock the doors before you leave
- Cancel your homeowner's insurance policy once the Title has been transferred

### *Notes*

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# What our clients are saying



## *The Di Vito Family*

"Buying your first home can be a stressful, scary and an emotional experience. Choosing the right Realtor to work with can really make or break the experience. Sonia was there to provide excellent support and guidance throughout the entire process and was always available whenever we needed her help or had any questions. Whether it was Vaughan, Bradford, Innisfil or Beeton, she put every effort into knowing the most she could about the area so that we would be well informed about our decision. She arranged endless showings for us and was very patient helping us with every detail from beginning to end. After months of searching, the Casa Realty Team helped us find the perfect home for our growing family. We will not hesitate to refer friends and family to use Sonia; whether they are buying or selling their home. Thank you for everything you have done for us!"

## *Sabrina*

"My extended gratitude to Sonia! Sonia is very professional and thorough and always had my best interests in mind. Her persistence and dedication were invaluable in the pursuit of my home purchase. I would recommend you to anyone looking for a home."

## *Baquar & Sadaf*

"Sonia, thank you for being not only professional and thorough, but also going the extra mile for your clients! You have infinite amounts of patience and it was a huge asset as it helped us channel in on what we really needed! As first time home buyers we changed our minds several times and you were there to support us and always willing to go with our whims and fancy! You have a sharp eye for detail and we learned so much from you on our many home showings. You would notice things we wouldn't have even thought of! Thank you for being so supportive and becoming a part of our family!"

## *Jimmy & Nicole*

"Sonia, thank you so much for all of your hard work and dedication to us as your clients. Sonia was very professional and thorough throughout the entire process. She was readily available at any given time to answer any of our questions. Sonia is very personable and makes you feel like family. I will definitely be using Sonia to purchase my next home as she makes the process seamless. Thank you for all of your hard work and dedication to us!"

## *Mabel & Salome*

"Sonia is by far one of the best Realtors we've ever met. She's very professional, hardworking, trustworthy, and honest. She's been great to work with each and every time we have bought and sold a home with her. Her experience and skill in this field is second to none with her due diligence on researching the properties and the areas. Our condo sold for the highest price in the building and once again she found us the perfect place to call home, securing it quickly and saving us from competing and paying over market value. Her patience and knowledge comes through while ensuring we understood everything. We would recommend Sonia for anyone looking to buy or sell their home. Thank you once again Sonia we look forward to working with you in the future."

## *Nancy*

"Thank you for your help in selling my house and helping me buy my dream condo, and all within 48 hours!"

You listened to my needs and also took the time to explain everything I needed to know. This was a very big and emotional step for me. The sale of my house feels like a miracle and was sold for the highest price in the area on the same day it was listed! Thank you for getting it sold! I was also blown away with how quickly you found my dream condo that was not on the open market in the perfect area with a beautiful and private view. You listened to my needs and knew exactly what I was looking for and made the complete process stress-free. Your exceptional work ethic does not go unnoticed. Thank you for your patience, commitment, honesty, skill, generosity and hard work on your behalf. I am particularly thankful for your friendship. I am so lucky to have met you and to have had you as my Realtor. You truly are the best!"

## *Michelle*

"Sonia Capista goes above and beyond! We were so very fortunate to be introduced to such a knowledgeable and trustworthy Realtor. After searching high and low for properties, she helped us find the perfect condo for my mom who was ready to downsize. She is incredibly professional and also extremely caring and personable. Sonia took the time to educate us on the ins and outs of condo buying, all the while making us very comfortable, without any pressure. Her suggestions and guidance were essential to the process of seeing many properties and finally purchasing the condo of my mom's dreams. We will not only recommended Sonia to our family and friends, but will also use her to sell my mom's home."

## *Mike & Beth*

"Sonia Capista is an amazing real estate agent. Her advice and industry knowledge was instrumental in the preparation of our home prior to placing it on the market and subsequent quick sale. Sonia's marketing and vast networking generated a lot of interest/viewings of our home. She took her time and explained everything throughout the entire process; from determining the fair market value, offer/acceptance process, conditional terms, contract etc. She responded very quickly to every email, text and phone call and even assisted in dealing with an uncooperative neighbour. When complications arose with the closing, Sonia proved to be an expert in maneuvering through the myriad of situations to find amicable solutions. We can't think of a better, more qualified Realtor to work with. We would most definitely suggest her to anyone we know who is selling or wanting to purchase a home. Sonia is an expert in her field and we were lucky to have her as our Realtor. It was a pleasure working with Sonia. Thank you for all your help. It was a pleasure dealing with Sonia."

# *Experts by your side*

As you've discovered, selling your home can be an exciting and rewarding journey—when you're informed and do things right from the start. This is where I hope to help.

I will provide you with a complimentary market evaluation of your home, a detailed look at what I would do to get your home sold, and of course answer any other questions you may have.

Also, by having this initial conversation, you are under no obligation to hire me as your agent.

So let's talk. I'd love to show you how I can sell your home fast and for the best price!

With gratitude,



**Sonia Capista**

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where a house becomes home



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