

HOME *Seller's* GUIDE



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The Georgian Realty Team

SELLER'S GUIDE

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MEET KIMBERLEE

Hi, I'm Kimberlee



REALTOR®

Kimberlee Diamond

While studying business at York University in Toronto, Kim discovered her love for real estate, architecture and design. Over the past 25+ years, she has been selling real estate on a full-time basis and has continued to hold her place in the platinum membership ranks! Selling Real Estate in Blue Mountains, Collingwood, Wasaga Beach and the Surrounding Area Is What Kim Does Best! Kim's Superior Home Selling System Keeps Her Client's Success Rate & Happiness At An All Time High! Simcoe County Is Where She Calls Home!

Let's Connect

We're here to guide you through the process!



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thegeorgianrealtyteam.com

You can also find us on:



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MEET CHASSITY

Hi, I'm Chassity



REALTOR®

*Chassity
Cook*

Leveraging my marketing and sales background, I began my career as an assistant to Kimberlee Diamond and quickly discovered my true passion for real estate. The experience was transformative, leading me to become a licensed realtor.

From day one, the thrill of helping clients find their dream homes has fueled my dedication. Working alongside Kimberlee has only intensified my commitment to real estate. Now, as I bring my vibrant, fresh perspective to The Georgian Realty Team, I'm poised to deliver even greater value!

WHAT YOU CAN EXPECT FROM US

Excellence
Digital Marketing Specialist
Superior Sales For Today's Market
Honesty & Integrity
Responsive & Timely
Expert Guidance

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COLLINGWOOD TODAY.CA

A day in the life of a top-producing REALTOR®

Tapping into Kimberlee Diamond's years of knowledge and expertise

How would you describe what you do?

Real estate agents are licensed to sell and buy properties and their primary job is to assist clients (buyers and sellers) through a real estate transaction. Being self-employed, strong organizational skills are needed to manage our business and our schedules.

There is a perception that all realtors do is show homes and list homes but in reality, it requires many more skills than most people realize.

What's a typical day on the job like?

A typical day starts with exercise and then coffee. I'm in the office by 8:30 am, answering emails. I call new prospects that have come to us through our advertising, then follow up the phone calls with an email. There's also the juggling of contracts to be looked over, negotiating prices with other realtors, and following up on inquiries.

In the afternoon I tend to do property visits of the local inventory; I like to see what other places have listed. We inspect most homes on the market in our area to understand the competition, as well as to gather the most knowledge we can for our clients.

I work with existing clients, getting their home sold for them, and follow up with clients and buyer agent showings to gather feedback on listings. I also support clients with closings. That might include being present for inspections, sending contract documentation to lawyers, and addressing any concerns that may arise as a result of the closing.

I usually use the evenings to stay on top of all our marketing, whether that's social media, newspapers, or all of the platforms online.

How do you measure a successful day?

It's always unique and exciting, and no two days are ever the same. You expect the unexpected. A great agent knows the potential pitfalls of a transaction and can look around the corner and fend off most issues before they arise. Ensuring our clients' absolute satisfaction is key for us! Juggling the day in the most effective way is key to our success.

I absolutely love it and thrive on the madness most days. For the most part it's pretty great: we have amazing clients. I love seeing people get their first place—that's so exciting! Or helping older people: sometimes they've lost their partner, or they can't maintain their home any longer.

In order to handle your workload, you must need help.

What is your view on staging?

We do what we call a 'soft stage' with our inventory of staging furniture and accessories making the home stand out from the rest. If a home needs a few things moved around or just spruced up, we'll spend a good half-day to get it all staged and have the property looking as minimalist, modern and inviting to a vast array of purchasers as possible. It puts a fresh spin on the property!

Depersonalization and staging a home make it easier for a buyer to visualize the property as a future home. The Georgian Realty Team provides this service complimentary to their clients.

THE HOME SELLING PROCESS

Taking You From Listed to Sold



Pre-Listing Preparation

- 1 Schedule a tour of your home with your agent.
- 2 Discuss any potential repairs, upgrades or staging to be completed before listing your home.
- 3 Establish an asking price based on the current market and comparable property listings.
- 4 Prepare your home to be photographed and put on the market.

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PRICING YOUR HOME TO SELL

Our Pricing Strategy

The market value of your home is based on a combination of factors including:

- ✓ The Current Market
- ✓ Comparable Listings
- ✓ Location
- ✓ Neighborhood
- ✓ Age of the Home
- ✓ Condition of the Home
- ✓ Improvements/Upgrades



Pricing strategy plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months.

It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.

7 EASY CURB APPEAL TIPS

To Make Buyers Fall in Love

1 FRESH COAT OF PAINT ON THE FRONT DOOR

Make a great first impression of your home with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio and railings. A fresh coat of paint can make all the difference!

2 ADD FLOWERS TO THE FRONT PORCH

Sometimes the simplest things can make the biggest difference. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.

3 PRESSURE WASH THE DRIVEWAY

While a dirty, oil stained driveway gives the impression of a home that may need some work, a pressure washed driveway and walkway presents a clean, well maintained home.

4 UPDATE EXTERIOR LIGHT FIXTURES

Replace faded, builder grade exterior lighting with new, up to date fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.

5 KEEP THE LAWN & GARDEN TIDY

An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well manicured gardens shows a well cared for home. Be ready for showings by staying on top of lawn mowing.

6 ADD OR REPLACE HOUSE NUMBERS

Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the condition of your mailbox.

7 ADD A WELCOME MAT

Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.

PHOTOS & SHOWINGS PREP

Get Ready to Sell - Checklist

Having your home photographed is an important first step in getting ready to sell. Photos are buyers first impression of your home, and they need to be able to envision it as their own. This checklist gives you recommendations to get your home photo-ready, as well as preparing it to be shown to future buyers.

THINGS YOU CAN DO AHEAD OF TIME

INSIDE

- ☐ Clear off all flat surfaces - less is more. Put away papers and misc. items.
- ☐ Depersonalize: take down family photos and put away personal items.
- ☐ Clear off the refrigerator: remove all magnets, photos and papers.
- ☐ Deep clean the entire house.
- ☐ Replace burnt out light bulbs and dust all light fixtures.
- ☐ Touch up paint on walls, trim & doors.

OUTSIDE

- ☐ Increase curb appeal: remove all yard clutter and plant colorful flowers.
- ☐ Trim bushes and clean up flower beds.
- ☐ Pressure wash walkways and driveway.
- ☐ Add a welcome mat to the front door.

PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

KITCHEN

- ☐ Clear off countertops, removing as many items as possible.
- ☐ Put away dishes, place sponges and cleaning items underneath the sink.
- ☐ Hang dish towels neatly and remove rugs, potholders, trivets, etc.

BATHROOMS

- ☐ Remove personal items from counters, showers and tub areas.
- ☐ Move cleaning items, plungers and trash cans out of sight.
- ☐ Close toilet lids, remove rugs and hang towels neatly.

IN GENERAL

- ☐ House should be very clean and looking it's best.
- ☐ Lawn should be freshly mowed and edged.
- ☐ Move pet dishes, toys and kennels out of sight.
- ☐ Make beds, put away clothing, toys and valuables.
- ☐ Turn on all lights and turn off ceiling fans.

PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

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TOP 5 WAYS

to Prep Your Home to Sell Fast

1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

LISTING YOUR HOME

Putting Your Home on the Market

MLS Listing



Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Realtor.ca where potential buyers will be able to find your home.



Signage

A For Sale sign will be placed out in front of your home, as well as Open House signs before an open house takes place.



Lock Box & Showings

A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings, and a lock box allows agents who schedule showings to access your home with interested buyers.



Open House

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home. We also incorporate 'virtual' live open houses to ensure that we are reaching the masses of potential purchasers for your home.



Virtual Tour

We will create a virtual walkthrough to give your listing an advantage over other listings by allowing buyers to see your home in more detail online.

OUR MARKETING STRATEGY

For Maximum Exposure

When we list your home, your listing will receive maximum exposure using our extensive marketing techniques.

Email Marketing

Your home will be featured in our email newsletter as well as sent out to our massive customer database & our active buyers list of clients who are currently looking for homes.

Network Marketing

Your listing will be shared with our extensive network of real estate agents to increase your home's visibility.

Social Media Marketing

We use a variety of social media networks like Instagram, Facebook, Pinterest, Twitter and LinkedIn to get the word out about your listing. We are expert digital marketers that specializes in real estate!



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OFFERS & NEGOTIATIONS

Factors to Consider

Accepting the highest price offer seems like a logical choice, but there are many factors to consider when reviewing an offer and knowing your options lets you come up with a plan that works best for you.

CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up, like for example a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.

CONDITIONAL CLAUSES

A conditional clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Conditional clauses often include details of financing, inspections and home sales, and the terms can be negotiated between the parties. The condition allows the buyer to back out of the contract without penalty if the terms are not met.

UNDER CONTRACT

Steps Before Closing

Once you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract.

Inspection

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

Possible Repair Requests

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate for the repairs.

Appraisal

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.

Final Walk Through

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.

CLEARED TO CLOSE

Congratulations, You've Made it to Closing!

Closing is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.

CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- Solicitor Fees
- Real Estate Agent Commissions
- Recording Fees
- Property Taxes Owed Up To Closing
- Remaining Balance On Mortgage
- Any Unpaid Assessments Or Claims
- Against Your Property

Items to Bring to Closing :

- ✓ Current Government Issued Photo ID
- ✓ House Keys/Mailbox Keys
- ✓ Garage Openers
- ✓ Cheque Book/Banking Card

SUCCESS STORIES

Here's what our Clients are Saying

I highly recommend choosing The Georgian Realty Team for all of your real estate needs! Kimberlee and Chassity go above and beyond what is needed. They truly care about their clients. My experience with them could not have been better.

- *Shelayh* ★ ★ ★ ★ ★



The Georgian Realty Team was exceptional with selling our home! Kim & Chassity were dedicated and very professional in helping to stage the home and getting the house on the market quickly. Kim was very communicative throughout the transaction with ease & ultimately selling the home for a great price! We felt so calm and supported and cannot thank Kim and Chassity enough for all the hard work!

★ ★ ★ ★ ★ - *Amy*

Kim Diamond and Chassity were pleasant and hard working. The sale of our home went smoothly and we were very happy with their due diligence and professionalism!

- *Vicki* ★ ★ ★ ★ ★



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COMMUNITY CONTRIBUTIONS

We deeply value the opportunity to support our wonderful community. That's why, with each real estate transaction, The Georgian Realty Team donates to two remarkable local organizations: My Friend's House, which provides a safe haven for women and children, and The Georgian Triangle Humane Society, dedicated to improving the lives of animals.

We are truly grateful to our clients for their role in making these contributions possible. Your support helps us make a meaningful difference in the lives of many.



Sell with Confidence



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'SMART' MOVES ARE OUR BUSINESS!