

SELLER'S
GUIDE

Your Guide To Selling

Welcome to the ultimate guide for home sellers! Find all the essential information you need right here.



BROWN & BOTTOMLEY
REAL ESTATE GROUP

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Get to Know Your Realtor



Get to know the dedicated experts who will be working tirelessly to sell your home! Discover how we can make your home-selling experience seamless and successful.

About Your Realtors

“Home is where your story begins.” *Annie Danielson*

Hi there! Thank you for considering Brown & Bottomley Real Estate Group to help you with your real estate needs! We specialize in helping homeowners navigate the selling process with ease and success. With a strong track record in real estate and a keen understanding of market dynamics, we are dedicated to maximizing your property's value and ensuring a smooth sale.

Our focus is on providing a seamless selling experience, from initial consultation to closing. We offer personalized strategies tailored to your home's unique features and the current market conditions. By leveraging our expertise, we work to highlight your property's strengths and attract the right buyers.

We believe in transparent communication and keeping you informed at every step. Our goal is to make the selling process as stress-free as possible, delivering results that meet your expectations. Whether you're a first time seller or a seasoned homeowner, we are here to guide you through the journey with professionalism and dedication.



Let's work together to achieve a successful sale.
Contact us to get started!

Dedicated Service

With thousands of licensed real estate agents in this area, finding a truly dedicated professional can be challenging. How many can you trust to prioritize your best interests? As your agents, we commit to doing just that and much more!

As your dedicated real estate professionals, we are here to support you throughout the entire selling process. We are committed to offering reliable, timely, and transparent service, ensuring you have all the necessary information and guidance to make informed decisions. Our goal is to make selling your home as smooth and stress-free as possible by addressing your concerns and providing expert advice.

From our initial meeting to the final sale, we will advocate for your best interests and strive to exceed your expectations. Whether you're selling your first home or a seasoned property owner, we are focused on delivering exceptional service and personalized attention to help you achieve your selling goals with confidence.

We will utilize our combined 25 years of experience and our extensive market knowledge and proven strategies to showcase your property's strengths and attract potential buyers. Our approach includes detailed market analysis, effective marketing techniques, and strategic negotiations to ensure you get the best possible outcome. You can count on us to be proactive and responsive, keeping you informed and involved every step of the way.

Together, we will navigate the complexities of the selling process with ease and clarity. Our commitment is to provide a seamless experience and achieve results that meet your expectations. Let's work together to make your selling journey a success.

Sincerely,

Shannon Brown & Tanya Bottomley

Testimonials

Bart R. , Orangeville ON



"Shannon and Tanya were extremely professional, dedicated and supportive through the process of selling our home and purchasing our new one. They worked with us every step of the way and got top dollar for our home within one week. We would not hesitate to recommend them to anyone looking for experienced realtors who go above and beyond."

Sarah B. , Amaranth ON



"Throughout our home selling process, Tanya and Shannon demonstrated their commitment, expertise and exceptional service, guiding us through a stressful and uncertain housing market. We are incredibly grateful for their support and highly recommend them to anyone looking for a top notch real estate experience."



Before We List



Get ready for a successful sale with key steps and tips to take before listing your home. This section will guide you through important preparations to ensure your home stands out.

Client Support & Seller Survey

As your real estate agents, we are committed to guiding you through every phase of the process with unwavering support. We will take the time to understand your specific needs and provide you with expert advice, market insights, and prompt communication to help you make well-informed choices.

Whether it's navigating the market, negotiating deals, or providing post-sale support, we will be there to represent your interests and ensure your experience is smooth and successful. Our personalized approach and dedication to your satisfaction will make your real estate journey both seamless and fulfilling.

What motivates your decision to sell?

Whether you're looking to downsize, upgrade, or relocate, understanding your motivation for selling is crucial when preparing to list your home.

What aspects of this home first captured your interest?

What features of your current home initially attracted you? Was it the layout, the bright kitchen, spacious bedrooms, or something else? Understanding this will help us highlight these appealing aspects to potential buyers.

What qualities and skills do you seek in a real estate agent?

What factors are most significant to you when choosing a real estate agent? Are aspects like communication, marketing strategies, or negotiation skills top priorities for you?

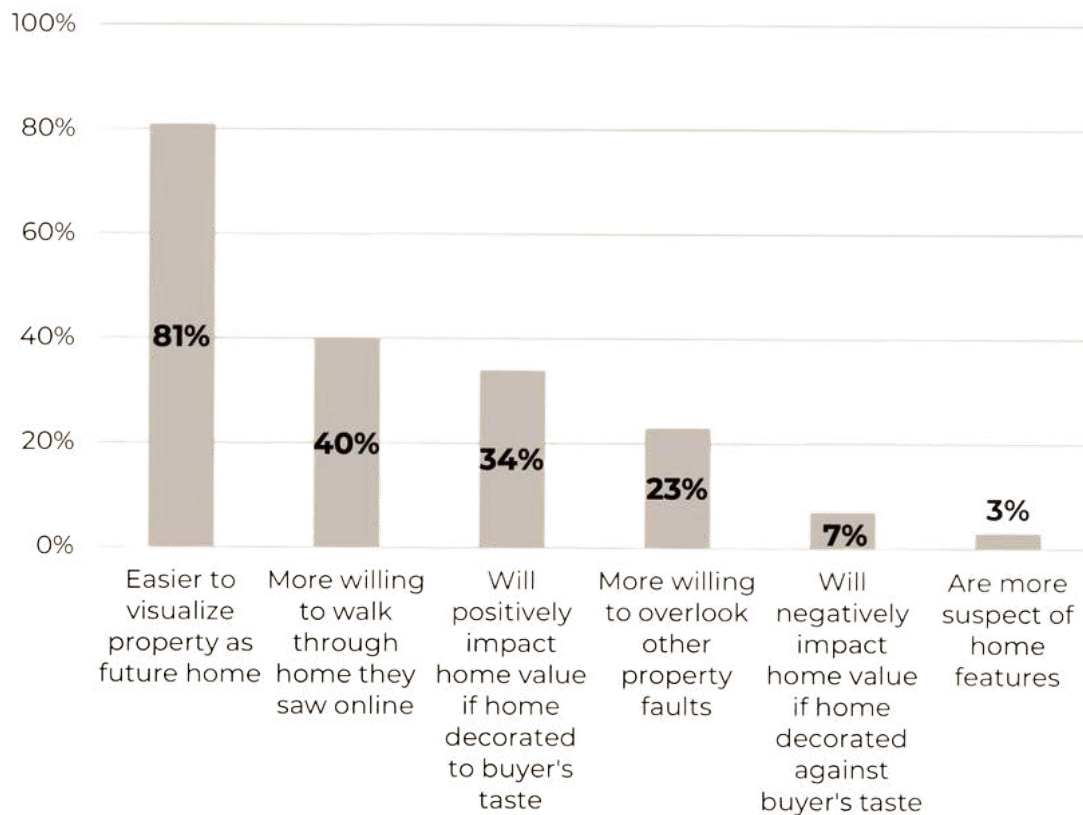
What can we do to improve your experience with this process?

How can we assist in ensuring a smooth and hassle-free selling process tailored to your needs?

Client Support & Seller Survey

"Eighty-one percent of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home"

Impact of Buyers Viewing a Staged Home



2023 Profile of Home Staging



The Power of Staging



BEFORE

The space feels crowded and outdated, with heavy furniture and bold decor that distract from its potential. Cluttered surfaces and dark colors create an uninviting atmosphere, making it hard for buyers to envision themselves here.



AFTER

After staging, the home becomes clean, sleek, and modernized. Neutral colors and stylish furnishings create an inviting ambiance, allowing buyers to easily imagine their lives in the space and showcasing its true potential.

Top Staging Tips

- ✎ 01. Open Blinds & Remove Heavy Curtains
Let in natural light by opening all blinds and removing bulky curtains.
- ✎ 02. Add Fresh Towels
Use new fluffy white towels in all bathrooms.
- ✎ 03. Remove Area Rugs
Take out rugs to highlight the flooring.
- ✎ 04. Update Fixtures
Replace outdated fixtures and hardware with modern ones.
- ✎ 05. Deep Clean Thoroughly
Clean the stove, fridge, microwave, and all surfaces.
- ✎ 06. Organize Closets
Clear out and arrange closets to appear more spacious.
- ✎ 07. Declutter
Use a basket for random items and keep countertops clear.
- ✎ 08. De-personalize
Remove personal photos and memorabilia.
- ✎ 09. Enhance Entryway
Add a new welcome mat and colorful wreath.
- ✎ 10. Refresh Bedding
Use white or neutral bedding with extra pillows.
- ✎ 11. Clean Surfaces
Wipe down doors, windowsills, and baseboards. Repaint if needed.
- ✎ 12. Add Decorative Touches
Include subtle decor to enhance the ambiance.

Photography & Videography

- Professional photographers and videographers excel at capturing a property's finest attributes, emphasizing its unique qualities, and crafting engaging stories that appeal to potential buyers.
- Video content provides a more immersive view of the property, allowing buyers to explore the space in greater detail. By utilizing both short-form and long-form videos, the home can be showcased across various platforms, including YouTube, TikTok, Facebook, and Instagram, reaching a wider audience.

Scan the QR codes to take a look at our previous videos:





Major Selling Points



Highlight the key features that will make your home stand out. Use this section to learn how to showcase what sets your property apart.

SELLING POINTS

Location Advantages



PROXIMITY TO SCHOOLS, PARKS, SHOPPING CENTERS, AND PUBLIC TRANSPORTATION

One of the most compelling selling points of a property is its location and proximity to key amenities. A home that is close to reputable schools, parks, shopping centres, and public transportation offers convenience and enhances the quality of life for its residents. Families with children will particularly value the short commute to excellent schools and recreational areas where their kids can play and socialize.

Easy access to shopping centers simplifies everyday errands and provides a range of dining and entertainment options. Furthermore, proximity to public transportation can significantly benefit those who commute or prefer not to drive, making the property more attractive to a broader range of potential buyers.



Location Advantages



DESIRABILITY OF THE NEIGHBOURHOOD OR COMMUNITY FEATURES

The desirability of a neighbourhood can greatly influence a property's appeal and value. A well-maintained and sought-after community often boasts features such as picturesque streets, friendly neighbours, and a strong sense of community. Potential buyers are drawn to neighbourhoods that offer additional amenities like community centres, walking trails, or local events that enhance their lifestyle.

Highlighting these features can set your property apart by emphasizing the advantages of living in a vibrant, supportive environment. A desirable neighbourhood not only adds to the immediate enjoyment of the property but can also lead to long-term value appreciation, making it a significant selling point.



SELLING POINTS

Condition of Home



The state of a home plays a key role in its appeal and value on the market, influencing both its attractiveness to buyers and the final selling price. Properties that are well-maintained tend to attract more potential buyers and achieve higher offers, whereas homes that are neglected might discourage buyers and result in lower offers.



Making repairs and updates boosts your home's attractiveness, making it more competitive and increasing its market value.



Pricing Strategy



Pricing is a key factor in selling a home, as it significantly affects buyer interest and the property's market perception.



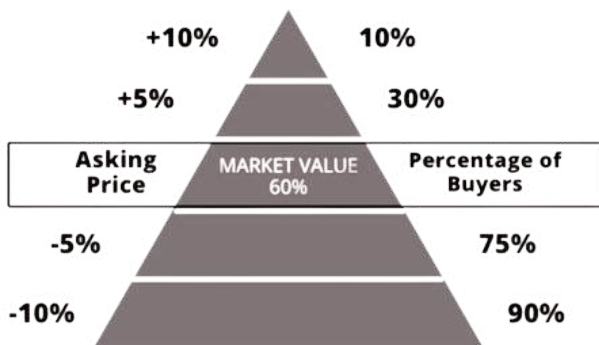
Determining the right price involves a thorough analysis of comparable properties and current market trends. Pricing too high can drive away potential buyers, whereas pricing too low might undervalue your property.

WHAT DETERMINES THE PRICE OF A HOME?

1. Recent Sales
2. Market Conditions
3. Exposure
4. Property Features
5. Terms you offer

WHAT DOES NOT DETERMINE THE PRICE OF A HOME?

1. What you paid for it
2. Personal Investments
3. What you want to profit from the sale



The centerline represents market value. As you move above market value, you attract a much smaller percentage of prospective buyers, greatly reducing your chances of a sale.

Conversely, as you move below market value, you attract a much larger percentage of potential buyers.

Selling Points



MARKETING

Effective marketing is crucial when selling a home, as it helps your property gain visibility and attract potential buyers. Utilizing strategies such as professional photography, online listings, and social media promotion enhances visibility and stirs interest, which can lead to a successful sale at the optimal price.



REALTOR'S MARKETING LINE-UP

- Flyers Print and Digital Newsletters
- Post cards
- Social media campaigns
- Youtube virtual tours
- Variety of Real Estate Board
- Postings Open Houses





Hitting the Market



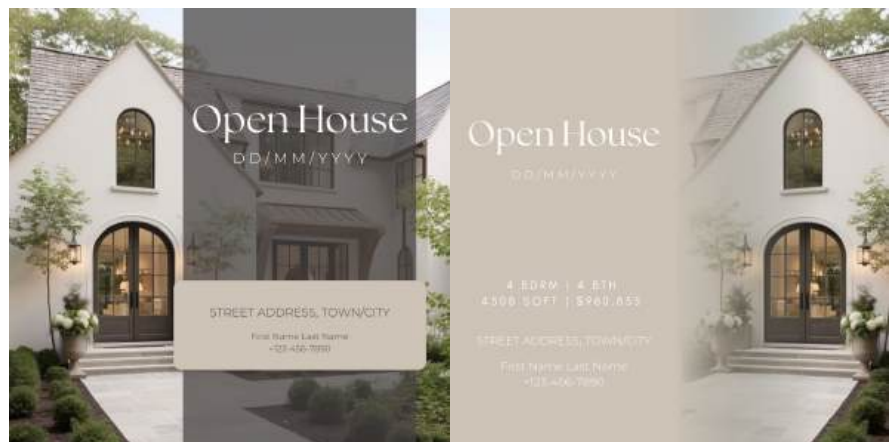
Learn how to effectively launch your home on the market. This section covers essential advice to attract potential buyers.

Open Houses



Open houses play a crucial role in selling a home, as they give a broad audience of potential buyers the opportunity to view the property in a casual and comfortable environment. This allows buyers to imagine themselves living in the space and gain a clearer understanding of its features and layout.

Furthermore, open houses create excitement and a sense of urgency among buyers, often resulting in heightened interest and potentially more offers. They also offer valuable feedback to sellers, helping them adjust their marketing strategy if necessary and ultimately leading to a successful sale.



Navigating Offers & Conditions

ONCE THE OFFER IS SUBMITTED...

- **Accept Offer**
- **Decline Offer:** If you are not satisfied with the offer and do not see room for negotiation we can go ahead and decline the offer
- **Present Counter-Offer:** Send the buyer back a counter offer in order to see if they will meet your expectations in purchasing the home.

AFTER PRESENTING A COUNTER-OFFER, THE BUYER CAN...

- **Accept Counter-Offer**
- **Decline Counter-Offer**
- **Counter the Counter-Offer:** The buyer's agent and seller's agent can negotiate back and forth on behalf of their clients, leading to an acceptance or walking away from the offer all together.

ONCE THE OFFER IS ACCEPTED...

- You will sign the purchase agreement paperwork and are then under contract. This is the conditional period of time. Any conditions will now take place including, inspections, appraisals, etc.



The Final Steps



Complete your home sale with confidence by following these crucial final steps. Ensure a smooth and successful closing process!

Sold to Close



01. Cancel Policies

Once the title transfer is finalized, be sure to reach out to your insurance agent to cancel your policy. This will enable you to obtain a refund for any prepaid premiums.



02. Close Accounts

Be sure to cancel your utilities and close your accounts.

Tip: Maintain a list of contact information for each utility and entertainment company, as well as your login details, for future reference!



03. Change Address

Notify your contacts of your new address and update your driver's license, postal service, health card, and other relevant records.



04. Turn Everything Off

Before departing, make sure to turn off all valves for sinks, toilets, appliances, and the water heater. Also, switch off all lights and fans.



05. Documents

Keep all closing documents, including the contract and related paperwork, in a safe and secure location.



06. Gather Home Paperwork

Organize a folder or box for your manuals, receipts, and warranties for convenient access.



07. Clear Out Personals

Pack all your personal belongings and be sure to do a final sweep of the area before you move out.



08. Clean

After packing up your belongings, perform a thorough cleaning of the house to prepare it for the new owners. Sweep and mop the floors, dispose of garbage and recycling, and clean out the refrigerator.



09. Incidentals

Place all house, mailbox, gate, remote, and pool keys on the kitchen counter for easy access by the new owners.



10. Lock Up

Perform a final check before leaving by locking all windows and doors.



Adore Your Living Space

Thank you for choosing to work with us as you prepare to sell your home. We are dedicated to helping you achieve your selling goals and will be here to guide you every step of the way. Let's make this process a success together!

CONTACT INFORMATION

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