

HOMESELLING



THE GUIDE TO
SUCCESSFULLY
SELL
YOUR HOME IN
TODAY'S MARKET

CENTURY 21.

Northern Choice Realty Ltd.
MEMBER



DECIDING OR PREPARING TO SELL

If you've decided that it's time to move on from your current home, the next thing on the list is to take a good, hard look at your home and decide what needs to be improved and fixed up to maximize your home's value and appeal.

Head outside and approach your home as if you were seeing it for the first time. Take notes about what jumps out to you as a flaw or even things that just need a quick touch-up. It might be helpful to have a neighbor walk through with you because they won't be emotionally attached to anything.

Separate the things that you can reasonably fix yourself and the things that will require hiring an expert. Be sure to keep ROI (return on investment) in mind when considering how much money to spend on these improvement projects. It may be helpful to consult a real estate professional to find out a bit more about which projects are likely to increase your home's value and which probably won't be as impactful.

Another discussion to have with a real estate pro is whether it's a good time to sell. If it's a strong buyers market, you may want to hold off on listing your home for a bit. If time is of the essence, maybe you won't put quite as much importance on market conditions, but if you're not under the gun, it can pay to wait.

**ASK ABOUT
CURRENT
MARKET
CONDITIONS**

CHOOSING AN AGENT

Asking local friends, family, and colleagues for referrals is a great start, but keep in mind, everyone's situation is different. You'll want to find an agent who has recent experience in your area and is an expert in your community. If they have a history of selling homes similar to yours, that's a big plus. You can meet a number of agents and listen to their listing presentations, strategies for how they'll attempt to get you the best price for your home. Then, choose the one you think you'll work best with.

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PRICING YOUR HOME

It goes without saying that deciding on the right price for your home is one of the most pivotal parts of the selling process. Your agent will have a lot of insightful advice on this subject and can create a Comparative Market Analysis for you, but if you're looking for a quick starting point, the Home Value Tool above is a great resource.

Adding some wiggle room to your asking price is usually a good move. Most buyers will want to negotiate, so you should set your price with this in mind. Again, your agent will be able to advise you on this, but ultimately, it's your decision.

SHOWING YOUR HOME

CLEANING

Obviously, you tidy up when you have company, but when you're preparing to show your home, you'll want to opt for a deeper clean. In addition to cleaning, you will need to declutter and remove some of the aspects of your home that are really personal. The general thinking is that potential buyers need to be able to see themselves creating a home in your house. For example, if you have a den filled with sports memorabilia, buyers are going to have a hard time seeing that space as anything else...especially if they root for a different team!

CURB APPEAL

Curb Appeal refers to your home's attractiveness from the street. This will be important to those arriving at your home for a showing or open house, but it also helps with the multiple buyers per day who will simply drive by your home to help decide whether it's worth touring.

Head out front and take an honest look. Keep an eye out for easy fixes on your home's exterior and in the yard. Plant some new flowers, consider a new coat of paint on your front door, etc.

OPEN HOUSES

If your agent has scheduled an open house, make sure your home is in tip-top shape and find something else to do for a few hours.

Your agent will get a lot of helpful feedback from potential buyers and their agents, and you just may find the perfect buyer!





NEGOTIATING STAGE

Once someone is interested in purchasing your home, their agent will deliver the offer to your agent who will in turn present it to you. You can then accept, reject, or counter the offer. Your agent will guide you through the negotiating process, but in the end, the decisions are up to you!

CLOSING PROCESS

Once you've agreed upon a price and terms, the deal becomes pending. A pending sales agreement includes contingencies and conditions that must be fulfilled by the buyer and seller by the closing date, which usually falls 30 to 60 days after both have signed the agreement. After that, the sale is final!

SEE? YOU CAN HANDLE THAT!

If you're ready to get started and want more info about the local market, I'm ready to help.



WANT TO GET IN TOUCH?

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If your property is listed with a real estate broker, please disregard. It is not our intention to solicit the offerings of other real estate brokers.