

JANET SCOTT
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Summer
SELLER'S GUIDE

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Welcome!

Selling your home is a big step.

Planning and Preparing can make the process smoother.

I have created a Seller's Guide to help you to navigate the hot summer market, prepare your home so it stands out to buyers, and know what to expect during the selling process.

Don't hesitate to reach out to me if you have questions about the market, or about selling your home. As a local real estate professional, I know the market in Central Alberta and I look forward to helping you sell your house this summer



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As the weather heats up, so is the housing market! This makes it an ideal time to list your home for sale. But before you put your beloved home on the market, there are a few key steps to make sure your home shines in the best possible light and appeal to as many buyers as possible.

We'll be discussing all of the components of a summer home sale and how to best prepare for it in this guide so you can set the stage for a positive and smooth-sailing selling experience.

PRICING RIGHT IS *Essential*

Setting the right price for your home is a critical step in attracting serious buyers and maximizing your chances of a timely sale.

PRICED TO SELL

Sell faster than your neighbours

Fair Market Value increases interest



Less stress and anxiety

Maximizes your return

Decrease future buying power
Buyers wonder what is wrong?
Loss of equity

**UNDER
PRICED**

**OVER
PRICED**

Takes longer to sell
Creates a bad first impression
Favors your competition
Creates appraisal problems



PREPARE A PERSONALIZED MARKET ANALYSIS



1

123 Main St

Sold For: \$599,000

- 5 Bedroom
- 4 Bathroom
- 3200 SF
- 2 Car Garage

- Neighborhood Name
- Neighborhood amenities/location features



2

123 Main St

Sold For: \$599,000

- 5 Bedroom
- 4 Bathroom
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- Neighborhood Name
- Neighborhood amenities/location features



3

123 Main St

Sold For: \$599,000

- 5 Bedroom
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- Neighborhood Name
- Neighborhood amenities/location features

A Comparative Market Analysis (CMA) is a tool to estimate the value of your home by evaluating similar properties that have recently sold in the same area, with comparable features (neighbourhood, age, size, style)

HOW TO PRICE YOUR HOME

I will provide you with Current Market Analysis of your home.

A Current Market Analysis is based on homes with comparable features to your home - such as size, location, age, upgrades.

The days on market and sold dates are factored in.

This information, together with your priorities, schedule and reasons for selling will guide us a a fair market value for your home.

As we work together, you'll gain a clearer understanding of your home's worth and be better equipped to set an appropriate listing price.

REPAIRS & UPDATES

Addressing necessary repairs and making strategic improvements is a crucial step in preparing your home for a successful sale.

Make minor repairs such as leaky faucets, loose doorknobs or burnt out lights are seemingly small issues but can influence a buyer's perception of the overall maintenance of the home.

Strategic improvements can also add significant value to your home and make it stand out in a competitive market.

By making informed decisions about repairs and improvements, you not only increase the marketability of your property but also potentially boost its resale value, making it a more attractive proposition for potential buyers.



HOW DO I STAGE MY *Home* ?

Interior staging is a strategic and impactful component of the home-selling process, designed to highlight your property's strengths and create an inviting atmosphere that resonates with potential buyers.

Start by strategically arranging furniture to highlight the flow and functionality of the space. A neutral decor invites potential buyers to see themselves in the space.

The goal is to create an inviting atmosphere that allows buyers to envision themselves living in the home.





DECLUTTERING & DEPERSONALIZING

Moving is often a great time to reduce - recycle items in your house that no longer fulfill their original purpose.

Start by eliminating surplus possessions like unused furniture, personal items, and distracting decorations. Clean out closets and drawers. Reduce the boxes in the garage or basement. Clearing away clutter such as newspapers, magazines, or toys, helps create a clean and organized environment.

Uncluttered countertops, orderly closets, and well-arranged storage areas convey a sense of spaciousness and storage capability

As you plan your move, before showings start is a good time to pack expensive jewelry, collectables, personal documents, personal memorabilia.

4 SELLING TIPS

TO GET TOP DOLLAR FOR YOUR HOME

1

Strategic Pricing

I will conduct a comparative market analysis to determine the right listing price for your property. Pricing it too high can deter buyers, while pricing it too low may lead to missed opportunities.

2

Enhance Curb Appeal

First impressions matter, and potential buyers often form opinions before stepping inside. Work on improving the exterior of your home by maintaining the lawn, trimming bushes, and adding fresh mulch.

3

Effective Marketing

MLS, professional photography, online listings, social media, and open houses are all part of a targeted plan to showcase your property to a wide audience of buyers.

4

Flexible Showings

Making your home available for showings, including weekends and evenings, can increase your chances of finding the right buyer. Flexibility is crucial for getting as many interested buyers in to see your home.



IS AN OPEN HOUSE NECESSARY ?

Open houses serve as valuable opportunities to showcase your home to a wide range of potential buyers in a relaxed and inviting atmosphere. These events allow prospective purchasers to explore the property firsthand, envisioning themselves enjoying the unique features and amenities that your home has to offer.

By providing a welcoming and informative environment, open houses foster genuine connections between buyers and the property, often leading to increased interest and faster sales. Moreover, open houses can generate a sense of urgency among buyers, encouraging them to act swiftly to secure the home they desire before someone else does.



Offers & Negotiations

Once your property hits the market, potential buyers will express their interest through an offer to purchase. Understanding the nuances of each proposal is essential in making an informed decision. I will present all offers to you and assess the merits of each one with you.

My job is to help you evaluate not only the financial aspects of price - but also negotiate the terms and conditions, the possession day, and overall suitability of each offer, helping you choose the one that you are most confident accepting.

Closing Process & *Timeline*

As a home seller, the closing process represents the final stages of the sale, where all the necessary paperwork is completed, and ownership of the property officially transfers to the buyer. The timeline for closing can vary but typically takes around 30 to 45 days from the acceptance of an offer.

During this period, the conditions of the sale must be completed - buyer financing and appraisal, inspections must be completed according to the signed offer. Rest assured that I will explain each stage, and ensure that all required documentation is in order and that potential issues are addressed promptly to avoid any delays.



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PREPARING TO LIST CHECKLIST

A clean, organized home is key to helping buyers imagine what life could be like if they purchase your home. Help them envision themselves in your space and maximize your home's potential with the action steps below!

INTERIOR

- Get rid of clutter & organize closets
- Remove personal items and pictures
- Eliminate excessive furniture and decor
- Apply a fresh coat of neutral paint to walls & trim
- Replace outdated light fixtures
- Replace any light bulbs that aren't working
- Open (or even remove) curtains and blinds to maximize natural light
- Clean your home spotless!

EXTERIOR

- Pressure wash the home's exterior
- Paint the front door
- Add landscaping (if budget allows)
- Keep the lawn trimmed & tidy
- Weed and add fresh mulch to garden beds
- Clean windows
- Apply fresh paint or stain to wooden fences

EXTRAS

If budget allows, consider...

- Add a fresh coat of paint to the exterior
- Paint exterior trim & shutters (it really helps your home pop!)
- Replace exterior light fixtures with more modern options
- Replace outdated door knobs & cabinet hardware
- Update kitchen counter tops to add a wow-factor!

Let's Work *Together*

Together we can
achieve the goal of selling your house this summer.

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A few Real Estate terms relating to the sale of your house

Backup Offer – as the seller, you have the option of accepting a back up offer, in the event that a current accepted offer collapses. It must be presented to you, accepted, and any conditions removed. It does not come into effect unless a current offer to purchase collapses.

Closing day – the sale of your home is complete, and ownership is transferred to the buyer. All documents are signed, monies conveyed, lender financing is in place, and Title has been transferred. The keys can be given to the buyer, and the buyer is considered the new homeowner.

Closing Costs – Closing costs are fees that are paid at closing: a lender, the title company, attorneys, insurance companies, taxing authorities, homeowner's associations, real estate agents, and other closing settlement related companies. These closing costs are typically paid at the time of closing a real estate transaction

Competitive Offers – more than one buyer wants to offer to buy your home. Competitive offers happen when there is more demand than there is supply. Becoming more common in Central Alberta

Conditions – a term in an offer to purchase that must be completed by a specific date. "House inspection must be completed two weeks after the offer is signed." If the condition is not completed by the buyer – the deal collapses. Conditions are part of the negotiation process between the buyer and seller when an Offer to Purchase is presented. There can also be Seller Conditions such as the offer to purchase on your new home is accepted.

Real Property Report (often referred to as an RPR) is a legal document prepared by an Alberta Land Surveyor. It is a survey of the properties showing property lines, buildings, other permanent structures such as fences and decks, utility right of ways, encroachments ect. It shows buyers exactly what they're buying. An RPR is provided by the seller.

Title Insurance – an insurance policy that protects against future discoveries related to the property. Often provided in conjunction with a Real Property Report and provided by the seller on behalf of the buyer. Drawn up by the lawyer when the closing documents are prepared for the lender and Land Titles.