# Seller's *Guide*

ALEAHA FRIGON'S

## COMPLETE GUIDE TO SELLING YOUR HOME

REAL ESTATE AGENT
Aleaha Frigon

eXp REALTY



# The Home Selling Process

## STEP 1:

- Understand your finances
- Listing appointment
- Hire an agent

## STEP 2:

- Price finalization
- Stage property
- Marketing Approaches

## STEP 3:

- List property on the market
- Buyer prospecting
- Showings & open houses

## STEP 4:

- Accept an offer
- Understand contingencies
- Under contract

## STEP 5:

- Prepare for closing
- Moving time!
- Closing day

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Step 1

# Preparing

## UNDERSTAND NON-NEGOTIATABLES & FINANCES

Before we meet, it's a good idea to understand your finances so you know how much equity you will gain after you sell your home. Call your bank or who holds your mortgage to see how much of your mortgage balance is left so that you can budget for things like closing costs, realtor fees, pre-listing improvements. Next, make a list of non-negotiatables such as minimum sale price you will accept, and time frame for moving.

## LISTING APPOINTMENT

Before we sit down for our listing appointment, I will briefly tour your home and offer my insights on what could increase the value of your home and the overall value estimate based on your neighborhood and the current market.

After the home tour, we will meet for a listing appointment where I will provide you with a CMA (Comparative Market Analysis) that shows recent comparable homes sold in your neighborhood. We will then decide on a competitive listing price together, and further discuss the home selling process and expectations. Additionally, I will share my unique marketing approaches to get your home sold for top dollar.

## HIRING AN AGENT

After your listing appointments, it will be time to choose if I am the real estate agent to represent you during this process. If you find i'm the right fit, we will go over all the listing paperwork and sign necessary documents so that we can move forward and get your home on the market!



# WHY HIRE ME AS YOUR AGENT?

- [x] I will give your home top priority and attention
- [x] I provide frequent communication with you during the process
- [x] Follow up of every buyer prospect and after every showing
- [x] We will work together and get you top dollar for your property
- [x] Insight to increase your property value
- [x] Successful & custom marketing approaches

Step 2



# Pre-Listing

## SETTING PRICE

To sell your property quickly, we want to list it at the right price to reach maximum exposure. We will price your home based on location, condition, improvements, age, and the market conditions. With my experience and knowledge I will help you come up with the price and get a final approval from you.

## STAGE PROPERTY

Now it's time to stage your home. This is not only arranging furniture and decor, but doing a thorough clean and decluttering.  Our #1 goal is to create a clean, neutral, and complimenting space so that buyer's can envision themselves living there.

## MARKETING APPROACH

As your realtor, I will go above and beyond to market your home. This includes professional high quality photos, flyers for every buyer that tours your home, email marketing, social media marketing before listing hits market and during, postings on every real estate website, and open houses to get buyers in the home.

# How I Will Market Your Home

*My Strategies*

## Professional Photos

Hiring a professional photographer is the most important step of my marketing strategy. This will get your home sold quicker, as the photos accentuate the best features of your property. Photos that are high quality and consistent will attract more buyers to come see it for themselves.

## Network Marketing

By knowing other professionals in Real Estate, I am able to get the word out that your property is coming for sale through email marketing, socail meida sneak peeks and on our private realtor nextworking page.They could ALL have potential buyers who are interested, or pass it on to other agents in their office.

## In Person & Online Marketing

I will place a for sale sign in front of your home to make it visible to those passing by, and hold open houses during the weekend so that potential buyers are able to tour your home without having to wait for another agent to let them in. Beautiful customized printed flyers will be handed out with all the details of your property and stunning images. Social media marketing is another strategy used on platforms such as Instagram, Facebook, and Youtube.

**Your home's listing will be included in multiple websites including , Realtor.ca, Facebook, Instagram, and thru eXp marketing and more!**

Step 3

# Listing Time!

## PROPERTY IS LISTED ON MARKET

The day has finally come! Your property is now live and listed on the MLS. If you are living in your home while it's on the market, be prepared for showing requests throughout the day. I will always give you plenty of notice, but know you may have to leave the home for a few hours at a time.

Weekends will be peak days of showings since more people are available to see your home, which is why I always recommend we wait until after the weekend to accept the best offer.



## BUYER PROSPECTING TIME

Depending on the market, there will be a certain amount of time until we accept an offer where we will be prospecting for buyers. During this time we will be hosting open houses, using social media, and consistently exposing your listing to other real estate professionals to attract more buyers. Our mission is to get you a top dollar offer in a  short period of time.

# *Preparing* For Showings & Open Houses

Again, depending on the market you may experience multiple showing requests in a day or occasional ones throughout the week. In any case, its important to be prepared for a showing or open house.

**Here are some tips to help you prepare:**

- Be open to all showing appointments so that you don't miss out on a great offer.

- Make sure everyone in your household is on the same page, and every one is informed when showings are happening so that you can keep the house tidy.

- During showings, make sure everyone has vacated the property. It's best to not have anyone inside the house to give the prospective buyers some privacy.

- Create an ambiance that would be attractive to the buyers. Some examples include- turning the fireplace on, setting a diffuser with a relaxing scent, or draping cozy blanket over the couch or chairs.

Step 4



# Accepting an Offer

## SALES AGREEMENT

Once offers are submitted, we will sit down and review them together. It's important to note that the offer with the highest sales price might not always be the best offer. We have to take into consideration contingencies, closing timeline, repairs, and financing terms.

Depending on the offers, you will either accept, decline, or counter-offer. If you choose to counter-offer, the buyer will then make a decision on these new terms. If agreed, the buyer will then sign the contract and we will officially be under contract!

## CONDITIONS

Contingencies are conditions that the buyer has requested be met such as an appraisal or an inspection. An inspection is an overall review of your home's condition done by a licensed professional. The buyer will have a certain amount of days to order an inspection and depending on the results, the buyer may counter-offer, reject, or choose to move forward with the contract.

An appraisal is ordered by the buyer's mortgage lender to ensure they are not over paying for your property. Just know that I will be there to guide you if any of contingencies require action to be taken.



# UNDER CONTRACT

While under contract, it's important to note that a binding agreement is in place between you and the buyer which means you may not accept any other offers on your home. Your home will remain under contract through the inspection, and appraisal until closing day when all documents are signed.

# HOME INSPECTIONS

- Home Inspections usually take place **within a week** of the contract being signed by both parties.
- As a seller, you do not pay for the home inspection, it is the **buyer's obligation**.
- If the buyer finds anything wrong they can choose to **negotiate** with you on those repairs.

## Included In A Home Inspection:

- Basement
- Foundation
- Crawlspace
- Roof + Components
- Doors (including garage doors)
- Electrical
- Attic + Insulation
- Appliances (select)
- Windows + Lighting
- Stairs
- Grading + Drainage
- Structure
- Exterior + Siding
- Plumbing
- Attached Garages
- Heating + Cooling

Step 5

# Moving Time

## PREPARING FOR CLOSING

After the buyer has met final lending approval, the closing appointment will be scheduled. At this point, it's time to prepare for the big day.

**Make sure that you complete these tasks:**

- Gather your seller documents
- Deep-clean your entire house (again)
- Turn off all switches & valves
- Change your address for mailing
- Cancel your homeowners insurance
- Disconnect utilites and transfer to new home
- Collect all house keys such as garage, front door, mailing, remote keys etc.
- Plan and box up things for you move

Step 5

# CLOSING

You've made it to the final step in the home selling process!

Typically, 24-48 hours before closing the buyers will do a final walkthrough of your property to make sure any contingencies were fulfilled and the home is left in the condition that they bought it in.



## WHAT TO BRING TO CLOSING

- A government issued ID
- All house keys and remote keys can be left at the house- do NOT bring
- Bank Draft for closing costs
- Any other documents requested by your lawyer

## WHAT TO EXPECT

You will meet at your lawyers office and sign where needed. This is also when you will pay any commissions and balances.

## CLOSING COSTS

Closing costs can include:

- Lawyer fees
- Commissions
- Payment of mortgage balance
- Property transfer taxes
- Recording fees
- Any outstanding fines or claims against property

## CONGRATS!

**You did it! You sold your home, cheers to new beginnings!**

# Lets Sell Your Home

REAL ESTATE AGENT

# Aleaha Frigon

Whether you're planning on selling your home in a couple months or a couple years, I will always go above and beyond as your agent and provide you with the information and commitment you need.




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