

THE DEUTSCHMANN TEAM

SELLER'S

GUIDE TO GET TOP DOLLAR FOR YOUR HOME



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DEUTSCHMANN
team

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YOUR PROPERTY INFO



HOME ADDRESS: _____

BEDROOM COUNT: _____

BATHROOM COUNT: _____

SQFT: _____

PURCHASE PRICE: _____

LIST PRICE: _____

PROPERTY CONDITIONS: _____

EXTRA HOME FEATURES: _____



FINDING THE RIGHT AGENT



With a whopping 95% of home buyers using a real estate agent in the past year, and only 2% buying directly from a FSBO (for sale by owner), selling with an agent statistically will get your home sold faster in today's market.

Agent representation not only brings in a substantially higher sales price, but the protection that comes with experienced guidance can ensure you avoid the pitfalls of legal situations that can arise if a sale is not handled properly. This reduction in stress is significant in its own measure. In addition, agents have the systems in place to have your home securely shown to pre-approved buyers.

Having a great agent by your side means the legal documents and disclosures are written up as they should be in order to protect you from any troubles buyers may attempt to cause. Although DIY can be fun in many instances, for such an expensive transaction in your life, having the help of a real estate agent can prove to be far more beneficial than the anticipated savings of not hiring one. In many cases, the anticipated savings are lost to other unforeseen expenses and sellers without an agent are left to their own devices in a stressful situation. It will be worth your time if you hire an agent that will work hard on your behalf during the transaction.



THE CURRENT MARKET



We all want to get the most value out of our homes. Let's be honest, they are an expensive investment, with a lot of money and time put into them. However, it's also important to take into consideration what the market actually values your home for because, if the home is overpriced, it will sit stagnant on the market without any written offers.

In real estate, there is a solution to every home that doesn't sell, and that's decreasing the price. It's not necessarily associated with your agent's efforts, because they can be pulling every trick out of their hats to market your property. However, if your local market shows that your house is overpriced, it simply won't sell.

We'd love a cash buyer who will fall head over heels in love with our homes, enough so that they are willing to pay over the appraisal. And, although this can happen, it is incredibly rare and should not be relied on. Most buyers apply for a mortgage to purchase a home, and the bank will not finance your sales amount if the appraisal comes back lower. By listing your home at the correct market price, not only can you guarantee a much faster sale, you can also avoid the headache of going under contract with a buyer only to see everything fall apart because the appraisal value did not match up.

Discuss a realistic price point for your home with an agent. Choose one that you can trust to list at a price that ensures its sale, at a value that works best for you and that the market will allow. Keep in mind that listing it slightly lower than its value is more likely to create a bidding frenzy that drives up the price.



YOUR MOTIVATION TO MOVE



Whether you're selling your home on your own, or are moving your spouse and family, it's important to sit down to discuss your motivations for the move. Putting your home on the market and getting it sold is quite the process, and it has a lot of fast-moving components. Depending on how desirable your home is, a sale can happen the moment your house goes on the market.

Planning and evaluating your motivation to move out of your current house will help make the process more stress-free. You will have a better understanding of what your next steps will be, and can have your agent assist you with the transition into a new home. Discuss with your agent if you will need help finding another home locally, or if you need a referral for an agent who can help you transition comfortably into a new house in a different city/province/country.

Make sure when it comes time to talking with an agent and putting your house on the market, that you are certain selling is the right decision for you and/or your family. Getting cold feet in the middle of a transaction can create legal issues, so protect yourself by ensuring the decision to sell is what is best for you in your current situation. Once you have the motivation to take the next step in your life, discuss with your agent how he or she can help you move forward.



PREPARING TO MOVE



Before you put your home on the market, you want to make sure it's in great condition. The first thing you want to do is remove as much clutter out of the house as possible. You can put it in boxes and store it in the attic or a storage unit, or any part of the house where it won't be in the way. By removing a lot of your personal knick-knacks, you leave room for buyers to come in and see the house for its full potential.

After you've removed the majority of clutter, be sure to put away personal photos from around the house. You want people to come in and feel like it's a home they can own, instead of feeling like they are intruding in someone else's personal space as that won't leave them with the feeling of wanting to buy. Discuss with your agent if staging your home is a necessary investment.

Having a professional make sure your home looks its best can really boost the offers that come in. However, staging isn't always necessary. Use an agent who has a photographer who will take professional photos of the home. A buyer's first resource is to look online for a home, before contacting their agent. You want your home to be incredibly appealing in the photos, so it encourages more showings. If there are any obvious repairs that need to be done, it's in your best interest to fix those prior to listing. Some properties generally need some paint touch up, light bulbs and batteries in smoke detectors replaced, and other minor repairs that can go a long way if fixed. Don't forget to have your home thoroughly cleaned, especially if you have pets.

CURB APPEAL



When prepping your home for sale, a lot of sellers focus on repairs and touch-ups on the inside of the home, and forget to put any energy on the outside. A lot of buyers will drive away, prior to looking inside, if they don't like the way the outside looks. A few hundred dollars in repairs can make a world of a difference in the offers you receive.

Be sure to clean up any trash or debris around your yard. Throw out sticks and rocks that are out of place. Have your yard mowed during the spring and summer seasons, so the grass looks kept. Adding a door mat, some plants, and a wreath on your front door can go a long way, and these are items that are fairly inexpensive.

Remove any dead plants and shrubs you may have around your home. If you can afford to, have them replaced, and put fresh mulch/rocks around them so it looks appealing. You can visit online sources like YouTube or Pinterest to find some great ways to fix up your curb appeal for pennies on the dollar. The time and small amount of money invested will be well worth it in the results you get. By showcasing your home's best features, it'll be the difference in low offers, or over-asking price offers.



GETTING OFFERS



Getting an offer can be an exciting experience! Depending on the price point and location of your home, you can get into a multiple offer situation, or it may take a couple of weeks to see one come through. With luxury properties, it can take extra time to find the perfect buyer for the home. In some instances, buyers will submit low offers in an attempt to get a deal on the home. This isn't a negative reflection of your property as long as your home is priced correctly, but simply an attempt by buyers to save some money.

If you get a strong offer that is for full price or over asking, that's great! If you get an offer slightly lower, your agent will be able to advise you, based on market conditions, how best to proceed. In some scenarios, if your home is still brand new on the market, you can hold out for a new offer. If your home has been sitting on the market for a while, it would be best to counter the offer, but review the information with your agent to ensure you are making the best decision.

An offer is more than just a price. Be sure to review the contracts and choose the one that makes the best sense for you. Will they be buying with cash or applying for a loan? How soon can they close? Do they want any repairs or any additional items to remain? These are all things you can discuss with your agent, so you get more than just a good sales price, but also a deal that makes it to the closing table.



THE CONTRACT PROCESS



Once you've signed off on the right buyer's offer, you can move forward with the sale. If the offer is conditional on a home inspection or financing, buyers will usually schedule a visit to accommodate the home inspector and/or the lender's appraiser. It's important to be open to making repairs if a repair request is sent in after the home inspection, to keep the deal in place. This step will be something you can discuss with your agent so you aren't being taken advantage of.

Once the conditions are waived/fulfilled, and any requests are agreed upon, you will be closer to closing on your property. You will meet with your lawyer several days before closing to sign over documents to the buyers. Your agent and lawyer will be able to give you a better estimate of your final closing costs.

Generally the waiting period to close usually lasts between 2 weeks to 60 days. These details will be outlined in the contract. This waiting period is also when the buyer's lawyer will ensure the property's title can be transferred without any complications.

Buyers will also usually include a request for additional viewings of the property in their offer. These viewings are often used by buyers to take measurements for furniture/window coverings or plan for future renovations. A final walk through of the property is usually performed several days before closing to ensure that the home's condition has not changed since the offer was accepted.



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