

Selling Guide

Preparing Your Home For Sale

Prepared by **TRILLIUM**WEST Real Estate Brokerage Ltd.

The logo consists of a white semi-circle on a black background, with the letters 'TW' in white inside it.

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Why Use A TrilliumWest Agent?



In 2013, Realtors® sold
2,126
properties in the
City of Guelph
using the MLS® System

Source: Guelph and District Association of Realtors

Realtors® continuously educate themselves, tirelessly expand their marketing efforts and get up each and every day with one goal in mind - to put a buyer in the perfect home.

At TrilliumWest we take the responsibility of preparing, marketing and selling your home very seriously. We don't place homes on the MLS® system to watch them sit. Through custom Internet exposure, social media and specialty websites, the goal is to create a connection between your home and a prospective buyer.

The connected TrilliumWest agent has the ability to move you seamlessly through the home sale process. Contracts, clauses, conditions and closings - this is how we spend our days, nights and weekends. With our skill, knowledge and experience, we will protect your interests and provide you with the best possible advice in selling your home.

A full commitment to you, our client, is what keeps us loving our careers and continuing to help sellers in our community realize the best possible results.

A TrilliumWest agent knows the city and the market, and is held to a high standard of professionalism by our Brokerage. It is our responsibility to protect, educate and ensure the selling process is a rewarding experience.

Why sell a home any other way?

The Home Sale Process



Greater than
9 out of 10
 home buyers use the
 Internet as part of
 their search for a home.

*National Association of Realtors
 2013 Annual Profile of Home Buyers & Sellers*

The Current Market Analysis (CMA)

- **Study** your home to gain detailed information regarding the finishes, location, size, amenities and particular features
- **Prepare** our customized digital CMA to determine an accurate position within the market
- **Review** the CMA data and advise you on the initial listing price for your home, the price range at which you can expect it to sell, and the required exposure time

Marketing Strategy & Document Review

- **Identify** potential buyer groups and target them directly
- **Deploy** a social media and web marketing campaign
- **Review** with you and complete all required documentation, including:
 - the listing agreement
 - disclosure statements
 - marketing waivers
 - financial aspects, including commission rates
 - the agreement of purchase and sale
 - the general offer and counter-offer process to be adopted
 - waivers, notices & amendments

The Home Sale Process... continued

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Preparing your home for viewing and executing a targeted marketing campaign are essential components of a successful home sale process.”

TrilliumWest Agent

Going to Market

- **Familiarize** you with the home showing process
- **Advise** you on possibly staging your home
- **Provide** professional photography to display with your listing
- **List** your property on the MLS(R) system
- **Feature** your property professionally on the TrilliumWest website
- **Install** property signage and a lock box
- **Plan** and conduct open houses for both the public and other agents
- **Follow up** on showings to obtain feedback and to ensure your home is being marketed in the best possible manner
- **Update** you on the activity and movement of comparable properties

Offers & Agreements

- **Present** offers from prospective buyers and negotiate to obtain the best possible price, closing date and conditions of sale
- **Ensure** the buyer's deposit is held in trust with the listing brokerage or the seller's solicitor
- **Investigate** any issues arising and supply additional information if requested by the prospective buyer
- **Handle** subsequent waivers and amendments to the agreement of purchase and sale, as required
- **Follow up** on the status of conditions on the offer, and convey to you the notice of fulfillment of conditions when the buyer has lifted them
- **Store** documentation securely and forward it to the lawyers or financial institutions engaged

Property Closing & After Care

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We build relationships that go far beyond a single real estate transaction. We want to build true connections and clients for life.”

TrilliumWest Agent

Leading Up To Closing Day

- **Provide** further information as required by the agreement
- **Schedule** walk-throughs as per the agreement
- **Address** all concerns prior to your visit at the lawyer's offices to sign final documentation relating to the sale. Associated closing costs can include:
 - lawyer's fees
 - land transfer tax (buyer pays)
 - municipal tax and utility adjustments
 - mortgage fees (if applicable)
 - real estate commissions

Closing Day

- **Supply** keys to the buyer once the lawyers have conveyed the title
- **Celebrate** with you the completion of your sale!

After Closing

- **Retain** digital records and copies of all documentation, accessible to all parties
- Optionally, **continue** to correspond on market conditions

We Love Feedback



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