



SUZANNE LAWRENCE

*where town and country meet®*



# Sellers Guide

7 Steps To Consider When Selling Your Home

**ROYAL LEPAGE** RCR Realty, Brokerage.  
Independently Owned & Operated.

154B Mill Street, Creemore, ON L0M 1G0 | SUZANNELAWRENCE.CA | 1.800.360.5821



## You're on a Journey

When it's time to pull up roots and replant yourself in new surroundings, your thoughts turn to the sale of your current home. The task can feel daunting, but I will help present you with in depth knowledge of the area, surrounding properties and an understanding of valuation techniques, so that we can devise an appropriate selling strategy.

With over 30 years of marketing experience, and over 15 years in real estate, you know you enlisted the right real estate professional to help.

**SUZANNE LAWRENCE, MBA**

Broker | 705.466.2115 | [suz@suzannelawrence.ca](mailto:suz@suzannelawrence.ca)

[www.suzannelawrence.ca](http://www.suzannelawrence.ca)

## INTRODUCTION

This guide provides an overview of the home selling process in seven informative steps. Coupled with our knowledge of the market to guide you, this approach can help to sell your home at the best price, with the least hassle.

### 7 Steps to Selling Your Home

1. Preparing Your Home
2. Enlisting a Real Estate Professional
3. The Effects of Pricing
4. Marketing Your Home
5. Setting the Stage
6. Reviewing and Negotiating Offers
7. Closing the Deal, After Sale Service & Follow Up

# Preparing Your Home

Before you can sell your home, you need to evaluate your home's condition, and what shortcomings you may need to adjust with repairs or price adjustments.

Take a good look around to determine where your current home needs improvement. Some fixes are mainly cosmetic and you may be able to handle them on your own; fresh paint, sprucing up the lawn, updating lighting, replacing doorknobs and the like. Other problems are more significant and may require item replacement and/or hiring home maintenance professionals.

Issues concerning heating, plumbing, ventilation and air-conditioning (HVAC system), mould, water damage, wood rot, electrical, gutters, foundation, or roof can all be deal-breakers if left unaddressed. Once you've taken stock of it all, tackle what matters most. Be smart. This initial investment of time and money can help generate a faster sale at a higher price. We can help you select what is worth updating and what is best left for the next owner.



## Enlisting a Real Estate Professional

With superior marketing strategies for your home and an experienced negotiator you can rest assured that we will work hard to get you the best price as a Seller.

The first formal step in marketing your property is to enter into a Listing Agreement together. This contains a contract that commits **Royal LePage RCR Realty** and **Suzanne Lawrence** to actively market your home for a specified period of time. It also commits you to a pre-established fee that is to be paid upon the successful closing of the sale. Once the listing agreement has been signed, the process of selling your home will truly begin. Learn more about the process further in this guide.

### When listing your property, we may require the following documentation:

1. **Personal/Corporate Identification** The letters of incorporation and/or photo identification is required so that we can prove you are the owner of the property.
2. **Mortgage Verification** Few homeowners know the exact balance of their mortgage as it is paid down. You will be asked to authorize your mortgage lender to provide the figures required.
3. **Plan of Survey or Sketch** A Survey of your property which outlines the lot size and location of buildings as well as details of encroachments from neighbouring properties. This may be required in certain areas to complete the sale of your home. Your legal professional may recommend a new survey, especially if significant changes have been made to your property.
4. **Property Tax Bills** Most Listing Agreements require that the current annual property tax assessments be shown.
5. **Deed or Title Search** This document is a legal description of your property and the proof that you own it.
6. **Other Documentation** It may help the sale of your property if you can provide prospective buyers with information on such items as annual heating, electrical, and water expenses, as well as any recent home improvement costs or original installation documents.



Our outstanding client service, extensive marketing resources and deep roots in our community have been the foundation of our continued success. Read more about the selling process online!

# Checklist for Preparing your home for Photography, Videography and Showings

## FRONT DOOR

- Door bell works
- Door hardware clean and in good repair
- Porch & Foyer clean and tidy

## KITCHEN/LIVING AREAS

- Eliminate clutter—remove unnecessary pieces of furniture, personal items, family photos, pet bowls/beds, etc
- Clean all surfaces, floors, tiles, mirrors, windows, and shutters. Remove spider webs.
- Remove magnets, photos and lists from fridge.
- Remove kitchen cleaning items
- Hide any bins or waste baskets

## BATHROOMS

- Mirrors, fixtures, and taps cleaned and polished
- Leaky tap & toilets repaired
- Seals around tubs and basin in good repair
- Floors cleaned waste containers empty
- Replace used towels with fresh, matching towels

## BEDROOMS

- De-clutter
- Make the beds
- Ensure floors are clear & clean
- Put away clothes & personal items

## INTERIOR MAINTENANCE

- Repair cracked plaster and caulking
- Touch up chipped paint
- Replace any broken light bulbs or lamps
- Tighten door knobs and cupboard handles

## OUTSIDE

- House exterior in good repair
- House number easily visible
- Mow and rake lawn & leaves
- Sweep paved areas including driveway & decks/patios
- Remove any oil stains from driveway
- Weed gardens and prune trees/shrubs
- Remove bins and gardening equipment
- Clean windows & fly screens
- Clean pool & remove pool equipment/toys
- Tidy garbage/carport

## DAY OF SHOOT & SHOWINGS

- Valuables safely locked away or removed; art objects situated safely out of reach or put away
- Secure pets in another location
- Straighten beds & furniture
- Ensure all surfaces are clean & clear
- Open all curtains & blinds

## The Effects of Pricing

### The Results of Over-Pricing

Many sellers believe that if they start with a high list price, they can always lower it later. However, when a property is priced too high, most often, it will experience little activity. As the price is lowered to meet market value, the property has already been on the market too long, and buyers are suspicious. A property which has overstayed its welcome on the market will detract potential purchasers from even viewing your property. On occasion, the price will eventually drop below market value and the property will sell at a price below its true worth.

### The Importance of Early Activity

New properties to the market will experience higher levels of activity than older properties on the market. This a crucial time when, Sales Representatives and potential buyers sit up and take notice. If a property is overpriced, interested parties will lose interest very quickly. By the time the price drops, interest is often completely lost.



*Be confident that your home is strategically priced to ensure top-dollar offers*

Setting the right price for your property is a delicate balancing act. Aim too high and your home might sit on the market for months, and possibly not sell at all. Price it too low and you miss the potential for a more lucrative outcome.

A Comparative Market Analysis (CMA) is a document, drawn from a local Multiple Listings Service (MLS) database, that presents pricing information, property details and photos of homes similar to yours (termed “comps”) that recently sold, failed to sell, or are currently on the market in your area. Your CMA is a part of your unique listing presentation. This CMA includes the price or price range we suggests for your listing. Generally, studying what has worked in your area – and what hasn’t – will help you to strategically price, position, and present your property to sell for top dollar in a reasonable time frame.



# What Is The Value of Your Home Based On?

## Market value is based on:

- Today's market
- Today's competition
- Today's financing options
- Today's economic conditions
- The buyer's perception of its condition
- The property's location
- The normal marketing time

## Market value is not based on:

- The contents or investment you have in the property
- The amount you need out of the property
- The amount you want for the property
- The appraised value of the property
- What you've heard your neighbours house sold for
- The amount the tax office says it is worth
- How much it is insured for
- Sentimental Value
- Home prices in the area where you are moving

## How to Maximize your Property's Value:

- By improving the way the home shows
- By pricing the home correctly
- By improving the condition dramatically
- By offering good terms to buyers

Visit [suzannelawrence.ca](https://suzannelawrence.ca) for a free home evaluation!



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## Marketing Your Home

When it comes to marketing your home, we follow a strategic plan to make sure the right buyers see your home. There are dozens of different options for marketing a home, we use proven integrated marketing tactics, tailored based on your property. We will create this plan and discuss the details with you each step of the way.

### Marketing your community, as well as your home

Real estate industry surveys have repeatedly found that neighbourhood quality is the most important reason why homebuyers choose where to live. In fact, experience shows that buyers usually “buy” an area first, and are often willing to pay a premium for homes there. Therefore, it’s crucial to highlight your community’s amenities – like proximity to quality schools, restaurants and shopping, local parks and attractions, as well as other benefits that impact lifestyle. As local agents, we are skilled at presenting the relationship between your community and home together. Your property will be featured on our user friendly website, with comprehensive information about your home, neighbourhood, area, amenities as well as professional photography and videography.

Your listing will be accessible through multiple social media channels such as You-tube, Facebook and Instagram and updated on a regular bases. With Suzanne’s reputable, local signage – your “For Sale” sign will stand out!

Buyers will easily access your property on our website, where they can see videos, photos and property information. There will also be a clear way to get in touch to book a showing.







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## MARKETING SERVICES

*Showcasing the finest properties and negotiating the best deals*



### *Showcasing*

Professional Virtual Tour,  
Photography, Video, Floorplan  
& Drone Tours



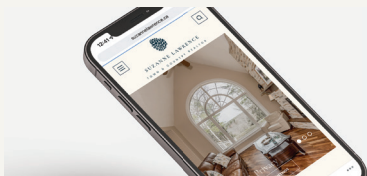
### *Listing Materials*

Bespoke advertisements at local  
ski & golf clubs including  
Devil's Glen & Mansfield,  
500+ direct mail postcards.



### *Advertising*

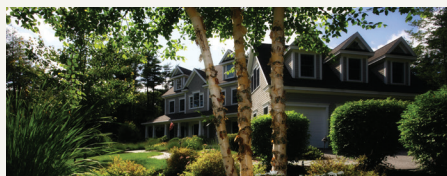
Local newspapers,  
On The Bay, In The Hills,  
plus exclusive Open House Ads.



### *On-line Exposure*

Focus on social platforms incl. paid  
advertising. Internet ads through  
a network of 20+ sites.

**BONUS:** International exposure  
through the **Royal LePage** and  
**Luxury Homes International**



### *Open Houses*

Public and Agent Open Houses  
"By invitation only" Open House  
for high-end Realtors in Toronto,  
Caledon, Collingwood and  
surroundings with a catered lunch.



### *Moving Assistance*

Taking the hassle out of moving,  
our services include concierge  
assistance preparations through  
Movesnap.



### *Research & Listing Management*

Research and referral regarding issues, town by-laws, managed forest plans, septic, building code, NEC/SVCA/NVCA, well & water tests, ESA testing, latent/patent defects, fixtures, chattels, etc. Inspections/Showings and arrangement of cooperating brokerage showings. Inter-board listing with Toronto Real Estate Board and Southern Georgian Bay Association of Realtors. No-charge changes to all advertising/materials. Feedback from showings. Initial and updated market analysis throughout listing period. Writing/execution of paperwork prepared and forwarded to lawyer on your behalf.



SUZANNE LAWRENCE  
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Proudly representing the region's finest town and country properties with exceptional skill using the most innovative technologies currently available.

View current listings at [SUZANNELAWRENCE.CA](http://SUZANNELAWRENCE.CA)



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With my experience, I look forward to helping you get the most out of your real estate experience.

**1-800-360-5821**

[WWW.SUZANNELAWRENCE.CA](http://WWW.SUZANNELAWRENCE.CA)

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CHANGE ADDRESSES



TRANSFER UTILITIES



UPDATE IDENTIFICATIONS



GET HELPFUL ADVICE

## Your easiest move. Ever.

Our commitment to give you the very best service doesn't stop when we close a deal. We want to help you save time and stress when it comes to your move.

MoveSnap is an online concierge that helps you change addresses, update identification, transfer utilities, and much more.



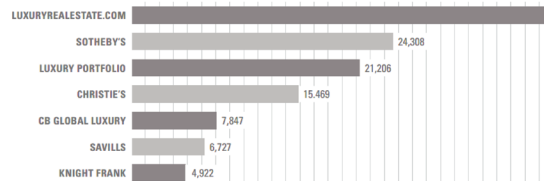
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## LuxuryRealEstate.com

The Webby Award Winning Luxury Real Estate Website with the Most Multi-Million Dollar Properties



## Traffic

LuxuryRealEstate.com ranks No. 1 on Google, Bing and Yahoo for luxury real estate and multi-million-dollar listing searches. Additionally, the award-winning website has been honored by the Webby Awards, voted "Best of the Web" by *Forbes* and was most recently named "Best Real Estate Website" in the 2018 Internet Advertising Competition Awards and "Outstanding Website" in the 2018 WebAwards by the Web Marketing Association.

### TOP 10 VISITING COUNTRIES

- United States • Canada • United Kingdom
- Australia • India • Spain • China
- Germany • Czechia • Japan

Visits (annual average)	3.8 million
Unique Page View (monthly average)	316,667
Countries with Active Listings	61
Total Dollars on LuxuryRealEstate.com	\$240 billion+

Over 55,000 properties with an average price of \$4.6 million





## Selling your home and the Internet...

The Internet has revolutionized real estate advertising. Accordingly, our marketing plan is packed with a robust online marketing strategy. Featuring your home via all today's hot online markets, including:

<p><i>realtor.ca</i></p> <p>Most used tool in Canada for Homebuyers. Up to 40 Property Photos and Detailed Property Information.</p>	<p><i>royalpage.ca</i></p> <p>Averages over 600,000 user sessions per month.</p>	<p><i>royalpagecr.com</i></p> <p>Multiple Photos and Detailed Property Information.</p>
<p><i>suzannelawrence.ca</i></p> <p>Attracting visitors from across Canada and around the world (U.S.A., India, Russia, Germany, U. K., Japan, etc.)</p>	<p><i>torontomls.net</i></p> <p>Toronto Realtors will access your listing and promote it to their GTA Buyers.</p>	<p><i>Carriage Trade</i></p> <p>Luxury brand of Royal LePage properties (see previous pages for more details).</p>
<p><i>luxuryrealestate.com</i></p> <p>World-wide luxury online real estate site that will draw local as well as foreign Buyers to your listing.</p>	<p><i>Ad Features</i></p> <p>Exposure in widely read local quarterly magazines. With a few clicks, they will be viewing your listing online!</p>	<p><i>Custom Virtual Tour</i></p> <p>Includes stills, panorama photos, floor plans, videos and drone tour highlighting the location of your property and its surroundings.</p>
<p><i>YouTube</i></p> <p>By having a video, SEO is achieved, placing your listing at the top or near the top of the search list.</p>	<p><i>Syndication marketing</i></p> <p>To capture international market as well as tech savvy buyers looking to find that special property.</p>	<p><i>Social Media</i></p> <p>Launching listing &amp; advertising open houses, specifically tailored and boosted to all accurate demographic.</p>

*"Suzanne is a fantastic agent. She was patient and very knowledgeable about the area. We would **STRONGLY** recommend her to others!"*

- Matt & Nicole, Mulmur Ontario

## Setting the Stage

### Photography, Videography & Showing

If you want the images of your home to have the greatest impact, a few simple preparations should apply. Remember, first impressions count! When you're selling a home, it's inevitable that buyers will want to tour the inside of the home (often very, very thoroughly). Whether we are planning an open house or simply a variety of showings, it's important to keep your property ready for guests at any time.

### What to Expect

In many cases, we will ask you to leave the home while it's being shown and during open houses. That's because we want buyers to have a distraction-free experience, and many buyers are put off by a seller following them throughout a showing. Most buyers prefer to experience a home on their own, and to form their own opinions without worrying about what the seller might think. We will ask you to take any pets with you, so make sure you know what you'll do with them when the time comes.

### Open House Tasks

If we are holding an open house, we will let you know right away what items you need to take care of. Tasks like mowing the lawn or shovelling snow to ensure that the exterior of the home is looking its best may be required before potential buyers arrive. Make sure you're cleaning less-used areas like furnace rooms, utility rooms, and garages. They are part of your home and need to be cared for and clean, just like the other areas of your home.

### Keep It Clean

In general, while your home is on the market, you'll want to keep things clean and tidy. The things you do now will be day-to-day maintenance tasks. You'll want to be ready to leave at a moment's notice, so taking small steps like keeping beds made and counters clear all the time will save you worry down the road.



### *A word on privacy*

As part of showing your home, we will likely want to install a lockbox and a sign on your property. A yard sign lets potential buyers in your neighborhood know that your home is for sale, while a lockbox allows agents to show your home without compromising the security of your property.



# Staging Your Interior

You live in a house differently when it's on the market. You must be ready for guests at a moment's notice. Look at your house through the buyer's eyes. Any time or money spent on clean-up and repairs will return to you in a better selling price.



## De-clutter Throughout the House

- Make closets seem bigger by removing items that can be stored elsewhere
- Pack it up and store it – you are moving soon anyway!
- If necessary, remove or rearrange furniture in a room to accent the room's best traits (lighting, size, etc.)
- Remove overly personal items on the walls, then patch and paint as needed

## Clean the Kitchen

- Keep appliances clean
- Clear the refrigerator of pictures, messages, etc.
- Put away rarely used items from counter tops



## Make the Bathrooms Sparkle

- Remove unneeded items from counter tops, tubs, shower stalls and commode tops
- Group regularly used cosmetics, brushes, etc. in one small area
- Coordinate towels, floor rugs, etc.
- During Showings
- Open the draperies or blinds
- Leave the lights on
- Keep soft background music playing during showings



## *Let's Get Social!*

*Looking for more ideas?* Head to our Instagram account to explore more trend inspiring tips for staging your home!

[@suzanne\\_lawrence\\_realtor](https://www.instagram.com/suzanne_lawrence_realtor)



*The first impression is the only impression*

Homeowners who want to take advantage of today's market shouldn't wait to sell.

Let's connect today so you can make a confident and informed decision if you're thinking of moving into your dream home.



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# Staging Your Exterior

You never get a second chance to make a good first impression. What kind of “curb appeal” does your home currently have? How does the outside of the home present itself from across the street? Go across the street and look at your home. *What needs to be done to make it more appealing to someone who is seeing it for the first time?* Remember, the exterior is the first and last thing your prospective buyer sees, and it will leave a lasting impression.

## The Yard

- Keep the lawn trimmed, edged, and watered
- Fertilize if needed
- Trim all bushes and plants
- Keep outside plants from blocking windows
- Weed and clear planting areas

## Porches, Decks, & Patios

- Declutter outdoor spaces
- Store items such as garbage cans, yard equipment or toys in the garage
- Add porch or patio furniture if appropriate

## The House

- Check exterior paint, especially front door and trim
- Check gutters and downspouts and repair as needed
- Check roof for dry rot or needed maintenance
- Repair, replace or repaint shutters
- Inspect windows and screens for repair or replacement

## Driveways & Walkways

- Keep driveways and walkways free of debris, including leaves or snow/ice
- Check for areas that may need to be repaired or replaced

We love the clients we serve and the relationships we establish with our buyers and sellers. Visit [suzannelawrence.ca](http://suzannelawrence.ca) for more client testimonials and recommendations.



## Reviewing and Negotiating Offers

When a buyer makes an offer on your home they'll do so using a contract developed by your local real estate association in conjunction with legal counsel. These contracts enable the buyer to set a sale price, and also include any clauses for specifying various terms of purchase, such as the closing and possession dates, the deposit amount, and a variety of other conditions.

The buyer's agent will then deliver the offer to your agent, who will then present it to you. Together we will closely review the details of the offer. You may then accept the offer, reject it, or counter it. Countering the offer begins negotiations.

Successive counter offers, with deadlines for responding and for meeting various contingencies and special conditions (e.g. a home inspection, the buyer securing financing) will be exchanged between you and the buyer until either a mutually satisfactory pending agreement is reached or the negotiations collapse.

Remember, the price a buyer offers is only as good as the terms and conditions of the sale and the quality of the buyer. Their ability to complete the purchase is critical. In other words, if the buyer isn't qualified, the price they offer is immaterial.

Once you receive an offer you've decided to accept, you'll be on your way toward selling your property!





## Evaluating an Offer

Getting an offer on your house is a big deal. Now, it's time to decide what to do next! In some cases, you may have multiple offers to consider. In others, you may initially only have one offer. We will discuss your criteria for selling your home. You might consider things like:

1. Which offer is the highest?
2. Are you willing to accept a lower offer and should that be the case?
3. Is there an all-cash offer to consider?
4. Did any of the potential buyers write personal letters, explaining why they want to buy the home?
5. Are they asking you to cover closing costs?
6. Do any of the buyers have mortgage pre-approval, which means they've already secured financing to make a home purchase?

We will help you consider these factors and more. You may opt to accept an offer on your home, or you might decide to negotiate and counter with another price or different contingencies.

## Major elements of an offer

1. **Price** Depends on the market and the buyers, but generally, the price offered is different from the asking price.
2. **Deposit** The deposit shows the buyer's good faith and will be applied against the purchase price of the home when the sale closes. I will be able to advise you on the suitability of the amount of the deposit being offered.
3. **Terms** Includes the total price the buyer is offering as well as the financing details. The buyer may be arranging his/her own financing or may ask to assume your existing mortgage if you have an attractive rate.
4. **Conditions** These might include "subject to home inspection", "subject to the buyer obtaining financing", or "subject to the sale of the purchaser's property" and "due diligence regarding specific aspects of property
5. **Inclusions and Exclusions** These might include appliances and certain fixtures or decorative items, such as window coverings or mirrors.
6. **Closing or Possession Date** Generally, the day the title of the property is transferred to the buyer and funds are received by the seller, unless otherwise specified.

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## Closing the Deal, After Sale Service & Follow Up

If you and your buyer have both efficiently taken care of your respective contractual obligations associated with finalizing the sale, the process of completing the transaction will go smoothly with no surprises. A pending sales agreement generally includes contingencies and special 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.

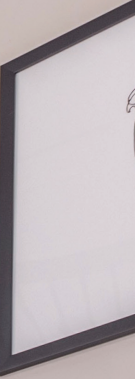
The “Sold” sign will be installed and our concierge assistance with moving preparations through **MoveSnap** will guide you through every step of your move, including finding a moving company or truck, transferring utilities, updating government identifications and mail forwarding. Online and via the Real Estate Board, we will inform all parties that the property has sold and update the website status accordingly.

After the sale, we will help coordinate well tests, provisions of surveys and other paperwork that may be needed such as assistance with coordination of Buyers Final Inspection, and Home inspections. We will protect your interests during these inspections and will help with the coordination of Insurance Inspections.

Your keys will be returned to you and a survey from **Royal LePage** Customer Satisfaction will be sent to you to request some feedback on how your experience has been while selling your home.

We will be available before Closing to answer any and all questions and work with your lawyer to assure a smooth transition.







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## *A New Chapter Begins*

After closing I will keep in contact and am always available to you to answer any questions. I thank you for trusting us with your home and for your business.



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