



CENTURY 21 LOCAL HOME TEAM REALTY

AN INFORMED

SELLER'S GUIDE

CENTURY 21[®]

Local Home Team Realty Inc.

BROKERAGE



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SO, YOU'RE THINKING ABOUT SELLING YOUR HOME?

CONGRATULATIONS! This is a very exciting time, but this can also become a somewhat stressful and emotional one. Our goal is to help make this experience fun and enjoyable – after all, homeownership is one of life's most prideful events!

Whether you are a first-time seller or a repeat seller, our objective is the same! We want to empower, support, educate, and position you for success!

The best approach to selling your home is to be prepared and informed! This is where we come in. We will provide you with all the tools necessary to get the job done quickly, correctly and for the best possible price. Let's get started...

01

UNDERSTANDING YOUR LOCAL HOUSING MARKET

The housing market, like most markets, is cyclical. These cycles can be greatly influenced by many factors which creates either a housing shortage or surplus. When looking to sell your home, it is important to know what type of market environment you're entering into and understanding the common characteristics of each.

BUYER'S MARKET

This occurs when there is a surplus of housing or when there are more homes for sale than buyers available.

- Prices tend to be lower because of increased supply
- Homes are more likely to sit unsold (greater potential for price reductions)
- Buyers have increased choices and more leverage when negotiating offers

SELLER'S MARKET

This occurs when there is a shortage of housing or when there are more buyers than homes available for sale.

- Prices tend to be higher because of the increased demand
- Homes typically sell quickly (conditional offers have a greater chance of being rejected)
- More likely to be multiple offers on a home, which gives sellers negotiating power

BALANCED MARKET

This occurs when the market is in equilibrium – meaning that there is the same (or similar) number of homes for sale as there are buyers.



AVAILABLE LISTINGS



NUMBER OF SALES



MONTHS OF INVENTORY

Seller's Market

1-4 months of inventory

Balanced Market

5-6 months of inventory

Buyer's Market

7+ months of inventory

02

SMART SELLING SELF-ASSESSMENT

Before you race to put up that for sale sign it is good practice to take a moment to reflect on the various reasons why you feel inclined to sell your current home. This is not a decision to be taken lightly and there is much to do and consider before listing. Being able to answer the following questions will help you remain focused throughout the process and also, help your real estate agent understand how to best serve you.

WHAT?

What are your goals specific to this real estate transaction? Has your family outgrown your current home and need something larger? Are you looking for a new neighbourhood or a new town completely? Is it time to downsize? You may believe your reasons for wanting to move are fairly obvious but take a moment to consider the implications of this move on your family's lifestyle, opportunities, and financial situation.

WHY?

Why do you wish to move and why now? Is this something you have been considering for a while? Is there another house that has piqued your interest? Is there something about your current home that you can no longer stand? Being clear and focused based on your intentions will help make it easier for your agent to understand your goals and develop the best selling strategy for you.

WHEN?

Is there a particular timeline you must adhere to or are you flexible? What are your long-term as well as your short-term goals? Depending on the current market environment, your personal circumstances and individual risk level, your agent may suggest a few different strategies or scenarios to consider when listing your property.

ARE YOU READY?

Deciding to sell your home demands serious consideration of your current financial situation and future possibilities. You will be required to work cooperatively with your agent to prepare your home for listing and commit to keeping your home in a "ready to show" state for weeks or possibly, months. The prep work, whether minor or major, is a crucial step to ensuring maximum momentum when your property first hits the market!



03

HIRING A REAL ESTATE AGENT

For the majority, your home is your most valuable asset so why wouldn't you hire a professional real estate agent to represent you and protect your interests? A skilled real estate agent can ensure your home sells quickly and for the best price, all the while making the entire process much easier for you!

According to the National Association of Real Estate Agents®

- 89% of sellers choose to partner with a real estate professional to sell their home
- On average, real estate agents get ~13% more for a property than owners who sell without an agent

Source: <https://www.nar.realtor/research-and-statistics/quick-real-estate-statistics>

5 REASONS WHY MOST SELLERS CHOOSE TO WORK WITH A REAL ESTATE AGENT

1) PRICING IS AN ART FORM!

Pricing your home correctly is the biggest factor in determining how quickly it will sell, and landing on that exact price is much more difficult than it may seem. It takes detailed market research and a certain level of experience to effectively price a property. Even 1% more for your home can increase your bottom line by thousands of dollars.

2) NEGOTIATING CAN BE CHALLENGING!

Having a professional negotiator will always pay-off, especially in hot markets where properties are receiving multiple offers. Real estate agents, although working for you, have no emotional stake in the outcome so having them represent you at the table can help you avoid making any rash decisions.

3) MARKETING TODAY GOES BEYOND MLS!

To get the most for your home, you need qualified buyers to see it. This requires a dedicated marketing plan to get as many qualified buyers as possible interested in your property. A strong marketing plan will utilize many channels to generate maximum interest, which will ideally result in an attractive offer that you would be pleased to accept.

4) CONTINUOUS INQUIRIES & SHOWINGS CAN BE A PAIN!

Having to continuously field calls, texts, and emails to answer the same questions over and over again can become taxing. Not to mention, showing your own home is not only a huge inconvenience, but it's important to note that many buyers actually feel uncomfortable viewing a home with the homeowner present, let alone leading the tour.

5) MANAGE THE DETAILS (& PAPERWORK)!

Since real estate contracts are legally binding you definitely want to ensure your i's are dotted and t's are crossed. Real estate agents know what forms are required and they can guide you effortlessly through any obstacles that may arise, thus alleviating a great deal of stress.

WHY CENTURY 21 LOCAL HOME TEAM REALTY?

We know you have a lot of options when it comes to choosing a real estate agent, but we believe the success of your sale is too important to leave to chance. You deserve a Team of experts qualified to do the heavy lifting, capable of getting you where you want to go, so you can focus on what matters most.

At CENTURY 21 Local Home Team Realty, we have the experience, resources, and proven process to get you there...

WHY CHOOSE US?

✓ MARKET LEADERSHIP

Benefit from our extensive market knowledge & ever-growing market share.

✓ INNOVATION & EDUCATION

Staying ahead in a rapidly changing industry is central to our everyday business and culture, as a result, we constantly invest in our Team, our clients and our partners.

✓ CULTURE OF COLLABORATION

We are passionate about what we do and take pride in our ability to deliver top-level service to our trusted clients.

✓ RELATIONSHIPS > EVERYTHING

Whether it is in business or everyday life, we value people and relationships above everything else.

✓ PROVEN SUCCESS

We have been proudly serving our communities across Windsor Essex & Chatham Kent for over 30 years.

**WE GET THAT
ONE-SIZE
DOESN'T
ALWAYS FIT
ALL**

At CENTURY 21 Local Home Team Realty we understand that not all properties and scenarios are alike. Our agents get to know your home, your goals, and what you want your life to look like after the sale. Helping you sell your home is not something we take lightly, and we never take for granted the trust you place in us.

04

PREPARING YOUR HOME FOR THE MARKET

The greatest thing you can do to improve the marketability of your home is to declutter, clean and organize – all of which have the benefit of being basically free! The goal here is to allow a potential buyer to view the space for what it is and not become overwhelmed or distracted by your personal belongings. You will inevitably have to go through and pack-up your things for the move anyway, so why not start sooner than later? Getting your home in tip-top shape before your real estate agent schedules their photographers/videographers to come document your home will help us to successfully market and promote your property.

GETTING YOUR HOME READY TO WOW PROSPECTIVE BUYERS

DECLUTTER & DEPERSONALIZE

Remove as much clutter as possible. Donate items, host a garage sale, put things in storage or throw them away! You want your home to look spacious and tidy, and the best way to do this is to minimize the excess where possible. Removing personal items, such as family photographs and knick-knacks, will help neutralize the space and help buyers better envision themselves living there.

ORGANIZE

Your home will appear larger and more welcoming if everything feels orderly and in its proper place. If you are pressed for time, focus on the most important areas such as the kitchen, the main living spaces as well as the bathrooms. Utilize available closets and cupboards to stow away loose items and use baskets and/or totes when possible to keep things extra neat and organized.

MAKE NECESSARY REPAIRS

There is no need to do a full renovation, but it is important to fix the little things that will distract buyers. Many buyers fixate on these imperfections, so it is best to repair the chipped paint, cracked tiles, squeaky hinges, and leaky faucets before listing. If you need a contractor, your agent can recommend a quality expert to assist you.

BREAK OUT THE ELBOW GREASE

A deep clean is recommended and can really make things sparkle and appear newer than they are. Deep clean carpets, wash windows inside and out, dust ceiling fans and light fixtures, and give your fixtures, hardware, and mirrors a nice polish. If you don't have the time and it's in the budget, have a professional cleaner come in and work their magic.

FRESHEN-UP YOUR CURB APPEAL

Curb appeal is the ultimate first impression. You want to draw prospective buyers in, which is hard to do if your exterior is lacking. What you can do outdoors is limited by the season, but some examples include: power wash driveways and sidewalks, add seasonal plants, cut back trees and shrubs and minimize outdoor clutter. Paint faded window trim, shutters and doors, and ensure that your house number is visible.

FEELING A TAD OVERWHELMED?

Don't be, your agent is here to support you! They can help you prioritize your to-do list and ensure you're on the right track or they can recommend an expert to help speed things along.

05

PRICING YOUR HOME FOR SUCCESS

Pricing your home correctly from the very beginning is the key to a successful and efficient sale! Pricing for success is an art form that can take agents years to hone. It is a multifaceted approach that considers many factors such as, local and national market statistics, current inventory levels, an in-depth study of similar homes for sale, and an analysis of past sales, to name a few.

RISKS OF OVERPRICING YOUR PROPERTY

- Many people think that you can list your home at a higher price to “see what happens” and simply reduce it later if it does not sell with no harm done – this is, unfortunately, not true.
- Your property will attract the greatest number of potential buyers within its first week on the market, and its natural momentum will decrease the longer it sits.
- By pricing too high you lose potential buyers who believe your property is out of their price range and essentially help your competition sell faster.
- On occasion, a seller may be forced to drop the price below market value due to time restraints and end-up selling for less than their property is worth.

BENEFITS OF PRICING YOUR PROPERTY AT MARKET VALUE

- Your property sells faster because it is exposed to more qualified buyers. Which means a quicker sale and less overall interruption to your personal lives.
- Your home benefits from its natural momentum and does not lose its marketability.
- A well-priced property can generate multiple competing offers which can mean more money in your pocket and greater negotiating power at the table.
- Other agents will be excited and eager to show your property to their clients and overall feedback will be positive and promising.

In short, pricing your home correctly the first time can result in more showings, more offers and ultimately the highest price for your home.



ACKNOWLEDGING MARKET VALUE VS. SENTIMENTAL VALUE

Your home has provided safety and housed many memories over the years so it's completely normal for a seller to develop sentimental or emotional value. The problem arises however, when you are unable to separate your sentimental value from true market value. It is important to understand that the market rules; meaning buyers want to purchase your home at or near its true market value — which may differ from the sentimental value you place on your home.

06

PROVEN (& CUSTOMIZABLE) MARKETING PROGRAMS

Now that your property is looking its best, it is time to get the word out! The aim is to get your property in front of as many qualified buyers as possible. This is where you will notice the difference that a top tier, multi-channel marketing program can have on the sale of your property. Our tried and true marketing programs go way beyond MLS. We utilize many different platforms to ensure your property gets the attention it deserves.

A TRIED & TRUE, MULTI-CHANNEL APPROACH TO MARKETING

PROFESSIONAL PHOTOGRAPHY & DRONE PHOTOS

We partner exclusively with a local photography team to ensure your property is captured in the best light both on the ground and from the sky.

PROFESSIONAL VIDEOGRAPHY & VIRTUAL TOURS

Video walk-throughs and virtual tours make a great complement to high-quality photos, giving potential buyers the option to tour your home from the comfort of theirs.

LISTED ON MLS & LOCAL REAL ESTATE BOARD

A complete and detailed listing on the largest database of available real estate, which is viewed daily by millions of people and thousands of agents.

EXPOSURE ON LOCAL & GLOBAL PLATFORMS

CENTURY 21 is an international brand with global reach and local expertise.

PROMOTION ON SOCIAL CHANNELS

Each property listed gets posted to our various social channels. We have spent years and significant marketing budget growing our socials and as a result, have an extensive following and organic reach.

LOCAL EXPERTS WITH INDUSTRY CONTACTS & RELATIONSHIPS

Collectively, we can leverage our individual relationships as well as those of our peers, meaning greater access to qualified buyers and local experts when needed.

TEAM OF AGENTS ALSO WORKING FOR YOU

No need to worry about scheduling conflicts. If your agent is tied-up with another client and someone wishes to view your home, we have a Team of qualified agents standing-by and ready to assist.

PUBLIC OPEN HOUSE / BROKER'S OPEN HOUSE

Your agent may suggest hosting a public open house to attract potential buyers. They may also (or alternatively) host a broker's open house and invite other agents to view your property on behalf of their clients.

PROPERTY TOURS

Our brokerage gathers weekly, to view our new listings. Tours are a great way to get extra eyes on your home and feedback from other agents, ensuring your home is primed to sell.

07

SHOWINGS & FEEDBACK

DON'T LINGER WHILE OTHERS LOOK

Arguably the most important rule of thumb when it comes to showings is to make sure you leave the property. Having the homeowner present during showings can put buyers on edge and taint their viewing experience. You want prospective buyers to feel comfortable while viewing your home, be able to walk-through unencumbered, and have the opportunity to openly ask questions as they come up. This will not be the case if you are present in the home or lingering outside.

We know that life must go on, even when you're trying to sell your home. We completely understand that at times showings may feel inconvenient and we will work with you to book and confirm showings in the most efficient way for your family. Depending on your individual selling strategy, your agent may discuss hosting an open house or possibly suggest sticking to private showings only. Regardless of the strategy, we have your best interests at heart and will be as flexible and considerate with your time as practically possible.

Your real estate agent will also provide feedback from every showing within 24 hours. The point of feedback is to adjust and adapt if necessary and to give you a better idea of how your property is being received. Communication is key and we will do our best to ensure you are kept in the know.

BEST PRACTICES FOR A SUCCESSFUL SHOWING

- ✓ Be flexible and allow showings as often as possible
- ✓ Be open to short notice requests, oftentimes, they are the most eager to buy
- ✓ Set your thermostat to a comfortable seasonal temperature
- ✓ If the weather permits, crack a couple of windows to let in some fresh air
- ✓ Be mindful of certain scents and avoid cooking particularly fragrant items such as fish, curry, or garlic
- ✓ Ensure your home is neat, tidy and everything is in its proper place
- ✓ Make all beds, hang all towels, and put away any loose clothing items
- ✓ Put down all toilet seat covers and give bathroom mirrors and fixtures a quick wipe
- ✓ Turn on lights and open all blinds to make the home as bright as possible
- ✓ Turn TVs and all other screens off, as they can be distracting
- ✓ Remove pets from the home if possible, and if not, ensure they're in a secure place (let your agent know)
- ✓ Stowaway outdoor garbage receptacles and recycling bins
- ✓ Ensure outer pathways are clear and access to the home is safe and easy

08

OFFERS & NEGOTIATIONS

This is exciting, you have received an offer (or possibly multiple offers) on your home! Your agent will present the written offer to you by way of an Agreement of Purchase and Sale. Typically, an offer will be either higher or lower than your asking price – there is no need to be worried or offended. The best way to think about an offer is as a starting point to a conversation. You have an interested buyer, they have proposed a price, and now the conversation can begin.

This is where the power of a skilled negotiator will really come into play. Your agent will present the offer to you and explain the terms. From there, you can decide what you wish to do. All transactions are unique, but this is how the offer process typically unfolds...

1. YOU ACCEPT THE OFFER AS IS

Congratulations! You have a firm or conditional offer in place!

2. YOU REJECT THE OFFER COMPLETELY

This is not common, but it can happen. If you are completely dissatisfied with the offer and don't believe you could possibly come to an agreement you may reject it.

3. YOU COUNTER THE OFFER & SEND BACK

You have the option to change the terms of the offer and send it back to the buyer's agent. The buyers will then either accept, counter, or reject your counteroffer. If an agreement cannot be reached, then both parties typically walk away.

**THERE IS
MORE TO
AN OFFER
THAN
PRICE**

Try not to focus solely on the offer price. There are many other variables to consider when viewing a potential offer. Conditions, closing dates, assets or chattels included are all equally important factors to consider. In short, more money does not always mean the best deal.



09

THE CONDITIONAL PERIOD

At this point in the transaction, you either have a firm or a conditional offer in place!

If the offer you accepted had no conditions that require fulfillment, then you are on to the next phase. If there were conditions, you are now in what is referred to as the conditional period. It is typically up to the buyers to satisfy (or waive) their conditions which would firm-up the deal. Depending on which conditions the buyers chose to include, they may be forced to back out of the deal if they are unable to fulfill them. It is imperative that conditions are satisfied or removed by the timeframe stated in the Agreement of Purchase and Sale.

MOST COMMONLY ENCOUNTERED CONDITIONS

FINANCING

Requires that the buyers receive the appropriate mortgage financing needed to purchase your home.

INSPECTION

A professional home inspector will conduct a thorough inspection of your home and send a summary report to the buyers based on their findings.

APPRAISAL

An appraiser will come review your property to ensure that the sale price is appropriate and considered fair market value.

HOUSE TO SELL

The buyers wish to purchase your home but to do so, they must first guarantee the sale of their property for it to be feasible.



10

PREPARING FOR CLOSING DAY

You can begin to let out a sigh of relief as the major milestones are, for the most part, behind you! The typical possession period is anywhere from 30 – 90 days but can vary based on both the buyer's and seller's preferences. Either way, closing day is agreed upon in your Agreement of Purchase and Sale and is the day that you and your possessions must vacate the property.

One thing that typically happens prior to closing is the final walk-through. The final walk-through typically takes place during the final week prior to closing. The buyers and their agent will view the property one final time to ensure that everything remains in good shape and any improvements that may have been included in the final offer have been completed as promised.

ORGANIZATION & COMMUNICATION ARE KEY TO A SMOOTH CLOSING

Being organized in advance and along the way can help make for a smoother closing experience. In fact, there are a number of things you can tackle leading up to closing that will make closing day a breeze...

LEGAL DOCUMENTS & PAPERWORK

You and your agent will provide the completed paperwork to your lawyer. Your lawyer may also request additional documents, as necessary.

MORTGAGE DETAILS

Be in touch with your bank or mortgage advisor to determine if any costs will occur when transferring or releasing your mortgage.

MOVING ARRANGEMENTS

If you plan on renting a truck or hiring professional movers it is best to book well in advance to ensure availability. If you will be relying on family and friends send out a calendar invite, start collecting boxes, newspapers and bubble wrap.

CHANGE OF ADDRESS

Start notifying all government entities, professional services, financial institutions and utility providers that you will be moving and supply your new address. If you wish to put a mail forward in place, contact Canada Post.

UTILITIES

Contact your local utility providers to cancel or reassign any existing services. Don't forget about any rental equipment as well.

SCHOOLS

Inform your children's schools about the upcoming move and make arrangements for record transfers, if required.

COMMON COSTS FOR SELLERS

It is good practice to create a file and keep all related documents and receipts in one, easy to access, place. Keeping them all together will also come in handy and save time come tax season. Yes, that is correct, some of your moving expenses will be tax-deductible! It is best to check with your accountant prior to filing and be sure to keep all your receipts.

- Real estate agent's commission
- Adjustments
- Legal fees & related expenses
- Mortgage discharge
- Moving costs

PROVEN RESULTS

TEAM TESTIMONIALS

“

Exceptional service from the Team at Century 21 Local Home Team. They are professional, knowledgeable, and dedicated to finding their clients a perfect home. Their attention to detail and proactive communication makes the entire process smooth and stress-free. Highly recommend for anyone in need of expert assistance in the real estate market!

Tyler Tiessen

“

5 stars all the way! This Team is outstanding. They do more than buy and sell homes. They go above and beyond expectations for every client and with the utmost integrity. They also give back to their community. We have been working with C21 Local Home Team for a few years now and appreciate their level of professionalism and attention to detail so much. They are all really great people as well.

Mel & Jer Bartel

“

Thank you C21 Local Home Team for your hard work and professionalism. All our questions were answered clear but more important, honestly. Thank you for finding a family who will make this house a home. We will highly recommend your services to everyone we know.

Lucy Martinho

“

Sold my home and just recently purchased a new one. The C21 Local Home Team took me along this journey and worked tirelessly to ensure I got what I wanted.

Zoe O'Brien

“

Recently purchased a home with help from the Team at Leamington Century 21, I definitely recommend working with them, they are great at explaining in full detail what's going on and the process of purchasing a home. Very cheerful and happy people to work with!

Henry Thiessen

“

I was very pleased with both the way the sale of my home was handled and the assistance in looking for a new home. The staff were very professional and used every tool available to expedite the process of selling my home. The experience was stress-free and I had full confidence in every aspect of the transaction. I most definitely can recommend Century 21 Local Home Team!

Yvonne Beintema

“

Our house has sold ... it's time to celebrate! But we can't forget Local Home Team who helped make this all possible. It hasn't been the easiest of roads to travel down given the drastic and unexpected changes in the real estate market last year, but they made it much easier for us to travel down that road.

Lorrie Horvath

“

Highly recommend Local Home Team. They go above and beyond for their clients. So pleasant and easy to work with. Will definitely use them the next time I'm looking to buy and sell.

Victoria Tellier

Your recommendation is the ultimate compliment! If you have recently worked with our Team we would love to hear all about your experience. Please consider leaving us a review on Facebook or Google.





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Local Home Team Realty Inc.

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