



# THE HOME SELLING CHECKLIST

READY TO SELL YOUR HOME?



647-542-7260



@synergyrealestate



@synergyai\_



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Deciding whether or not to sell your home is one of the biggest decisions you'll ever make. While it seems like a complicated process, it doesn't have to be.

This checklist is designed to help you navigate your way through the selling process without any trouble. Here are the pieces:

- 1.GETTING STARTED**
- 2.RESEARCHING THE MARKET**
- 3.PREPARING FOR A SALE**
- 4.NEGOTIATING OFFERS**
- 5.CLOSING AN OFFER**
- 6.THE FINAL STAGES**





## GETTING STARTED

### Step 1: Find a Real Estate Agent

- Interview several agents to see if their personality and expertise matches your needs and wants
- Great real estate agents have these qualifications:
  - Local market knowledge
  - Great reviews and testimonials.
  - Financial Knowledge.
- Avoid “hobby agents” - find an experienced agent who works full time!
- Great agents are punctual and communicative. Did your agent show up on time & prepared? Do they communicate in a way that you understand and that you feel comfortable with? Does your agent have network connections? Great agents work with other agents on a regular basis
- Ask about their marketing processes: How are they marketing? Are they utilizing social media? Do they have a marketing plan for their listings? Create a list of 10 things you LOVE about your home, and share

### Step 2: Plan Your Timeline

- Determine when would be the best time to put your house on the market with your agent.
- Meet with an agent to discuss the best listing strategy based on the local market.
- Have an idea of where you’d like to move before you put your home on the market.





## RESEARCHING THE MARKET

### Step 3: Walkthrough

- Walk through your home with your agent.
- Show them the 10 things you love about your home.
- Ask your agent for advice on repairs, upgrades, and staging.
- If you are unsure, ask your agent if a general pre-inspection should be scheduled before the sale.

### Step 4: Determine the Listing Price & Marketing Plan

- Work with your real estate agent to determine the best listing price - every home is different! If you overprice a property, it could potentially hurt your chances of getting top dollar for your home. Determines price point based on the sale price of similar homes in your neighborhood.
- Review a comparative market analysis with your agent

### DID YOU KNOW...?

*The listing price of your home is based on many factors. This includes the lot size, the square footage, location, home's condition, the year the home was built, and many others.*







## PREPARING FOR A SALE

### Step 5: Prepare Your House for Viewing

#### Clean & Declutter

While we love the memories that your home represents, we suggest hiding anything that might be considered “clutter”. Try to keep decorations as neutral as possible - we want potential buyers to be able to imagine themselves in this space. Deep clean forgotten places (baseboards, light switches, etc.) OR hire cleaning crew - a few hundred dollars on cleaners can help get you thousands in the sale!

#### Improve Curb Appeal.

Maintain landscaping, Clear out the side yard area, Hide eyesores like trash cans or compost bins. Hire a professional stager or ask your real estate agent for suggestions.

### Step 6: Market Your Home

Discuss your agent’s marketing plan with them to create the best strategy for your unique home. Have your agent schedule high-quality real estate photography for your home. Professional photography can get you thousands more in a sale! Schedule a time with your agent to do the pre-listing marketing they need - video walkthroughs, social media blasts, etc.

### Step 7: Showing Your Home

- Decide whether you want to have a lockbox or schedule appointments.
- Prepare for open houses.
- Store important financial documents and valuables in a safe place away from the public eye.







## NEGOTIATING OFFERS

### Step 8: Negotiate Purchase Offers

- Discuss the offers with your real estate agent.
- Prepare for multiple offers.

#### **PRO TIP:**

*Don't get hung up on only the offer price! There are many terms within an offer that should be taken into consideration.*

### Step 9: Sign a Purchase and Sale Agreement

- After selecting the strongest offer, sign the purchase sale agreement and any additional paperwork.
- Buyers will put down a deposit.
- Ensure you have a clear understanding of the terms and conditions that were put into the agreement you signed.

### Step 10: Pending Period

- After the deposit has been made the property will either be conditionally sold or firm depending on the offer that you accepted.
- Discuss the accepted offers, the timeline of the transaction with your agent based on







## CLOSING AN OFFER

### Step 11: Buyer's Due Diligence Period

- Be prepared to allow the buyer reasonable access to your home and property for them to conduct inspections.
- After the home inspection, do not be alarmed if the buyer wants to schedule specialists like electricians or plumbers to come in and inspect the home.
- If the buyer submits a request for repairs, work with your agent to negotiate a solution between both parties.
- If any reports were required in the accepted offer (ex: survey) provide the buyer with them.

### Step 12: Bank Ordered Appraisal

- The buyer's lender will conduct an appraisal to verify that the market value of the home supports the contract price.

### Step 13: The Home Stretch

- Once the buyer has lifted conditions and their deposit is locked in, complete any requested repairs before closing.
- Expect the buyer to schedule a final walk-through, where they will verify that the condition of the property is the same as when they made the offer. This also allows the buyer to ensure that any agreed-upon repairs have been completed.







## THE FINAL STAGES

### Step 14: Closing a Deal

- Both parties will pay any settlement fees and documents are recorded.
- Titles are officially transferred to the new owners.

### Step 15: CELEBRATE!

Congratulations! You sold your home!



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## Have any questions?

The home buying process can be confusing and stressful, but we're here to help! We strive to make the process as fun and exciting as possible as we guide you through the transaction from start to finish.

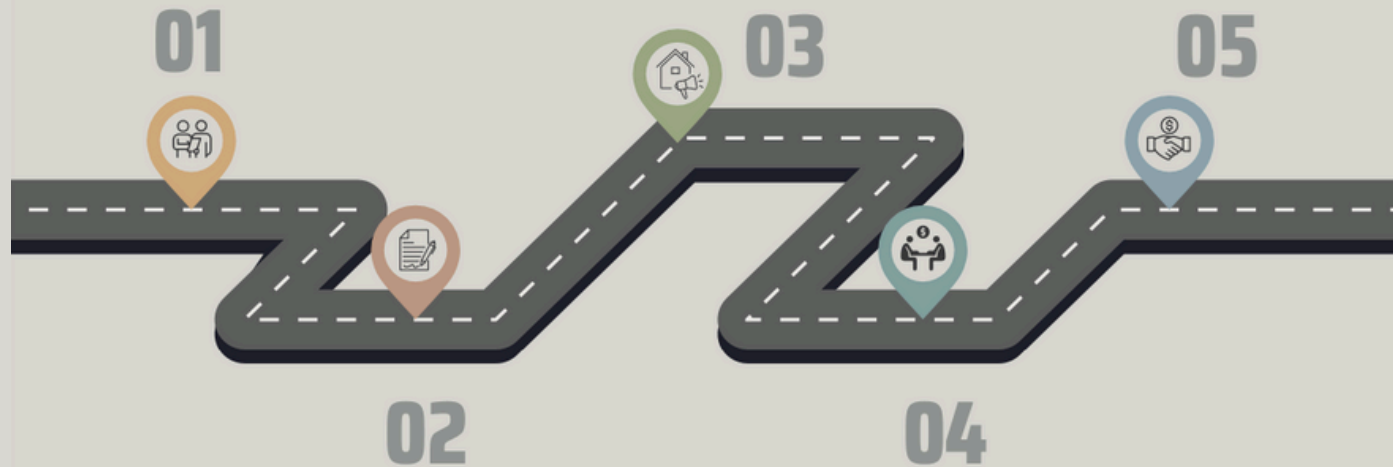
LET US KNOW HOW WE CAN HELP YOU FIND YOUR  
DREAM HOME!

## Let's Chat!





# Experience our unique white glove service



01

## Pre-Listing Consultation

All of our seller clients will get a complimentary Tax Consultation, Financing Consultation and Legal consultation with our in-house professionals.

02

## Listing Signed

Once the listing is signed, we set up a walkthrough of your home with our in-house interior designer, stager, cleaning crew, photographer, videographer and more..

03

## The Listing Goes Live!

We list your property on the MLS and our 24/7 Marketing System goes to work to ensure the maximum number of eyes on your home! Plus, we check in with you weekly to give you feedback and updates!

04

## Negotiation and Sale

Once we receive offers, we will strategically negotiate favorable terms and price to get you the best possible deal.

05

## Closing Process

Our team will facilitate the entire closing process for you, including setting you up with our in-house lawyer and helping you arrange movers.



**SYNERGY**  
REAL ESTATE

**“ To give real service you must add something which cannot be bought or measured with money, and that is *sincerity* and *integrity*. ”**

**— Douglas Adams**

**200+**

*Properties Sold*

**150+**

*Happy Clients*

**175M+**

*In Sales Volume (\$)*

**10+**

*Years Experience*



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