

**PSR**  
BROKERAGE

# HOME SELLER'S GUIDE

*starting the journey*






# INTRODUCTION

If you're reading this, then it's safe to assume that you have made the decision to sell your home. Whether you're embarking on this experience for the first time, or you're a veteran, the process of selling your home can be daunting. Look no further!

With this Home Seller's Guide, and the support of a PSR Agent, you will be equipped with all of the important information necessary for a smooth selling process!







# SELLING YOUR PROPERTY

PREPARING IN  
5 SIMPLE STEPS

- Preparing
- Pricing
- Marketing
- Offers
- Closing Day



# STEP 1:

## Preparing Your Property

To ensure that you get the most value out of the sale of your property, we need to ensure it is market ready. Your property must be in pristine condition and ready for showings. To have your home prepared for showings, walk through your home with a critical eye, and follow the steps below.

- Clean
- Declutter
- De-personalize
- Update (paint, freshen up, new curtains etc.)
- Clean again
- Consider staging

These steps are important because they help interested buyers see themselves in your property, making them more likely to submit an offer. Buyers often need to see the potential of a space before submitting an offer. Decluttering, cleaning and staging will help get the deal done.





# INFORMATION CHECKLIST

To assist in the preparation process, we have assembled a checklist of important information to document. These pieces of information are needed for both the real estate agent and the interested buyers.

- ☐ A copy of your survey — if available.
- ☐ A copy of your front door key.
- ☐ Your most recent annual property tax bill.
- ☐ An estimated average cost of utilities (hydro, gas, water).
- ☐ The age of your home.
- ☐ A list of affixed items or appliances you would like to exclude from the sale.
- ☐ A list of any easements or right of ways.
- ☐ Receipts and warranties for recent home improvements.
- ☐ Any permits obtained for the property.
- ☐ Other relevant information (such as a list of upgrades, copy of floor plans, builder plans and/or model name).
- ☐ What price you purchased the property.

## For Condo Owners

- ☐ All maintenance fees, along with a list of maintenance fee inclusions.
- ☐ Parking and locker numbers and/or legal descriptions.
- ☐ Pass key to the building.
- ☐ A list of by-laws and restrictions.
- ☐ Status Certificate (if available).

## STEP 2:

# Pricing Your Property

Determining the price of your home can be a stressful task, as there are many factors that must be considered.

Your agent can provide a list of comparable past sold properties in your neighbourhood or building in the last 3 months, as well as any current properties for sale that would be considered competition. This information along with a list of upgrades, features and finishes will help your real estate professional outline a reasonable price range. You can use this as a base to decide what you would like to list your property at.

It should be noted that there are two important factors that you should always consider: **time** and **money**. The higher you list your property at in the range given, the longer your listing may be on the market for.

Alternatively the lower in the price range you list at, the quicker you will be able to sell the property. Understanding what is most important to you, price or time, will help you decide where on the price range to list your property at.







## STEP 3: Marketing Your Property

Now that your property is priced and ready to enter the market, ensuring that you generate as much interest as possible comes down to awareness. This will contribute to obtaining the highest sale price possible.

This includes having your property advertised via:

- PSRBrokerage.com
- PSR's social media channels
- Paid advertising campaigns on social media networks
- Superior marketing materials from feature sheets/brochures to postcards
- Access to professional photography and videography including drones & virtual tours
- PSR micro-website property landing pages
- External website promotions such as:
  - Zillow
  - Broker Bay
  - MLS
  - And more!
- Open houses
- Internal agent network
- Global reach





## STEP 4: Offers

An appropriately priced and expertly advertised property will inevitably generate offers. When that time comes your agent will review the documentation with you, providing guidance and advice pertaining to the price, conditions, clauses, and any other details that may be important to you. Ensure that you have a good understanding of all the information given and ask your agent for clarification when needed.

Here are some helpful questions that you can ask your agent before accepting an offer:

- What does your agent think of the price?
- What is their opinion on the deposit — is it substantial enough?
- Does the closing date work with me (the seller)?
- Is this offer conditional? If so, on what?
- What happens once I accept?
- What do we do if the deposit does not come in?
- Does your agent feel that this is the best possible offer?
- What are my options with the offer?

Remember that this is a process and most items in the offer can be negotiated.





## STEP 5: Closing Preparation

Prior to closing day, it is best practice to walk through your property one last time to ensure there are no issues remaining, including appliances, fixtures, etc. Remove any debris and leave the property in a clean and organized manner. Double check that all keys, fobs, and remotes are available for the new owners.

On closing day, reach out to your agent to ensure everything is in order. Also, reach out to your lawyers to ensure all necessary documentation is filled out and completed.

As well, make sure that your lawyers have a copy of the keys and await their instructions.





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