

5 STEPS TO SELLING YOUR HOME WITH MORE PROFIT AND LESS PAIN



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REALTOR®



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WHY SHOULD YOU CHOOSE ME TO SELL YOUR HOME?

PICKING THE RIGHT REALTOR® TO SELL YOUR HOME IS A HUGE DECISION, SO THANK YOU FOR CONSIDERING ME!

I don't take your trust lightly and I'll do everything in my power to get you the best possible results under current market conditions. Hopefully, that means a sale of your home, for the most money possible, in the quickest time.

My goal is to make the selling process as stress-free as possible, while educating you and putting your best interests first. I understand that every deal is different, and I want to make sure I know your needs before we list your home. Why are you selling? When do you need to sell by? What's the net profit you would like to end up with? What are you buying next and where are you buying it? These are all factors to consider.

Everyone wants to know what their home is worth in today's market and the quick and easy answer is: "whatever a buyer is willing to pay for it". But how do we get you that top selling price? I will perform specific tasks, and market your home in a precise way, which will increase the dollar amount that the willing buyer will pay for your home!

By the end of this guide, I expect you'll have a much deeper picture of the home-selling process. I want you to fully understand how much detail it takes to market your home CORRECTLY to net you the highest achievable price in the current market. Any agent can list a home. But, unlike me, not every REALTOR® can market your home properly. My promise to you is that you'll get amazing service and great communication from me. Poor service actually offends me and my goal is always to go beyond your real estate expectations!

I've been doing this almost a decade, have helped hundreds of people, and most of my business comes from happy, repeat clients who have trusted me with their friends and family as referrals. You can check out my numerous 5-Star Google reviews for examples of how I've helped my clients



THE 5 KEY STEPS TO GETTING YOU THE MAXIMUM SALE PRICE FOR YOUR HOME

1. Learning how the 100% honesty of your REALTOR®, throughout the entire deal and especially during our first meeting, can result in a **LARGER NET PROFIT** for you.
2. Taking a detailed walkthrough of the entire sales process from **START** to **FINISH** to show you what to expect along the way and how to anticipate and prevent any problems which could lower your final sale price.
3. Teaching you how my marketing plan helps you achieve **HIGHER OFFERS** for your home by knowing exactly what to focus on during the listing process.
4. Illustrating how to avoid common mistakes many agents and homeowners make, which could save you **THOUSANDS OF DOLLARS** off your bottom line
5. Discussing the importance of **PROPERLY PRICING AND POSITIONING** your home correctly from the start and why this is likely the single most important key to achieving the highest sale price for your home.





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STEP 1

Learning how the 100% honesty of your REALTOR®, throughout the entire deal and especially during our first meeting, can result in a **LARGER NET PROFIT** for you.

My most important goal when coming into your home and meeting you the first time, is to have 100% transparency. This is a two-way street, both from me to you and you to me. If we can't start off that way, then we are never going to be able to achieve the best results we both are expecting.

Honestly, most other agents are coming into your home with one single thought in mind: "Get the listing!". For that reason, they likely may only tell you what you want to hear. While that's the "easy way", the end result for you will be less money in your pocket. Here are some examples of how other agents might do this:

- Agreeing to or suggesting a listing price which you may think your home is worth, even though it is unrealistic based on current market data. This creates a listing that will simply sit on the market, unsold, and devalue over time.
- Pricing your home against comparable homes currently listed for sale rather than "positioning" your home against recently sold homes to help sell quickly which, in the end, achieves the greatest value for your home.
- Telling you your home looks great and doesn't need any work, rather than taking an objective approach and looking at it through the eyes of a potential buyer to try and improve your home prior to listing it
- Telling you how the brokerage/brand they are with will sell your home better when, in reality, it's how your home is marketed which will sell your home fastest and for the most money.
- Being afraid to talk about a pre-inspection or home staging/decluttering and how much value it can add due to the extra up front costs to a homeowner whom they don't want to scare off. These costs aren't a necessity, I offer my own staging and de-cluttering advice, but still are options to consider.

Giving you a detailed walkthrough of the entire sales process from **START** to **FINISH**, showing you how to anticipate/prevent any problems which could lower your final sale price.

- Meet with you at your home to talk about the entire process, including agency disclosure and other mandatory forms, and fully walk you through this guide.
- Have an in-depth discussion of what obstacles may come up from Buyers, looking objectively at your home through their eyes.
- Create a “To Do” list for preparing your home to achieve the best sale price possible. Sometimes, spending a few hundred or thousand dollars up front will be well worth it to your bottom line at the end of the process.
- Talk about de-cluttering and decide if a pre-home inspection or a stager is needed.
- Go through all the documents involved in the sale process.
- Begin the marketing preparation of your home, booking professional photography and drone shoots, floor plan measurements, and videography, the most important tools in selling your home more quickly for higher dollar amounts.
- Create a “Coming Soon” post on Facebook and other social media sites to create a buzz to other agents.
- Discuss showings and what’s important you do to prepare for them.
- If we still haven’t gotten any offers within 2-4 weeks, we should look at the price and consider whether we do a price reposition. We could also cancel and re-list the home to get “fresh eyes” on it, although that’s a technique usually for further along in the process.
- Once an offer is received, I will present it to you right away, explain all the terms, and discuss with you the best course of action to take. Most likely, I will recommend countering the offer, whether it’s the price, dates, or terms and conditions. It’s common that this process may go back and forth a few times.

- Once an agreement is made and you have an Accepted Offer, the Buyer usually has around 10 business days to satisfy their subjects by conducting their inspection, getting their appraisal, making sure financing is in order, doing their due diligence, or reviewing strata documents (where applicable)
- During this time, I would still encourage you to allow showings to other potential Buyers on the chance the current offer is not able to complete their subject removals.
- Over this period, I'll be in constant contact with the other agent to ensure things are moving along in a timely matter and no surprises have popped up.
- There may be a time, usually after the home inspection, where the other side attempts to renegotiate price. I'm always prepared for this, and, unless something reasonably serious is discovered which wasn't known previously, I'd likely suggest against it
- More commonly, there will be a few maintenance items come up which the Buyers may ask you to address before completion.
- Within a few weeks, subjects hopefully get removed. If they don't, and the offer collapses, I go back to marketing your home and dealing with the next Buyer.
- Assuming subjects are removed, you prepare for completion and your move by hiring movers, starting to pack, cancelling insurance, changing your mailing address, and moving services like Hydro, cable/internet etc.
- If you're buying a home within my local service area, I'll work with you to find your next home and align the dates for a smooth moving transition. If you're moving out of my service area, I likely have a trusted partner I will connect you with to take excellent care of you there. Unlike some agents just eager for their next deal, I don't pretend to be an expert in cities where I'm not. That is a disservice to you! I'm proud to have excellent referral partners and I only vouch for people I know and trust whose service levels are on par with my own.

STEP 3

Teaching you how my marketing plan helps you achieve **HIGHER OFFERS** for your home by knowing exactly what to focus on during the listing process.

WHAT ARE SOME WAYS I MARKET YOUR HOME?

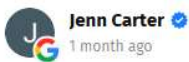
Getting the word out about your home is key. If no one knows about it, no one can be interested in it and buy it. The more Buyers you have interested in your home, the better the odds of a higher sale price and faster sale.

Sticking a For Sale sign in the lawn and hoping for Buyers to call simply doesn't cut it these days. I want to get the word out as quickly as possible to as many people as possible. Some of the tools I use to do this are:

- **Pre-Marketing:** having some well-timed posts go out a day or two prior to your listing going “live” to build anticipation amongst agents and prospective buyers
- **MLS Listings:** getting your home listed in the largest real estate database online
- **Narrated Video Tours:** HD Virtual Tours allow people to view your entire home online
- **Proactive Prospecting:** reaching out to my own database of qualified buyers
- **High Quality Property Brochures:** multi-page booklets of info about your home
- **Print Marketing:** Print ads, “just listed” neighbourhood cards, and more
- **Social Media:** posts on Facebook, Instagram, and more.
- **My Website:** all my listings show as “featured listings” on my website
- **Other websites:** reciprocity, or other agents showing my listings on their sites
- **Viewing Feedback:** I always ask for showing feedback from agents
- **My YouTube Channel:** an excellent way to promote your home's listing video
- **REALTOR® Tour:** held weekly, local agents come view your home once on market

WHAT MY CLIENTS SAY ABOUT ME

Great word of mouth is absolutely the best advertising I could ever hope for! After all, when was the last time you went on Amazon and bought something without checking out the reviews? My clients have been kind enough to say some very nice things about their experiences working with me, Here are just a few examples, you can find many more online at RobFreemanRealtor.com or by reading my Google Reviews.



Jenn Carter
1 month ago



Rob helped us buy our very first home 7 years ago, and when it came time to sell and buy again, there was no question we wanted him by our side. He has an incredible ability to build relationships and keep everything on track, which makes such a difference in the process.

He pays close attention, really listens, and uses that insight to guide you so you get what you truly want. He's always available, stays calm in the stressful decision-making moments, and makes you feel supported from start to finish.

We honestly can't say enough good things about Rob. He's the kind of realtor you want in your corner for both the exciting and the challenging parts of buying and selling a home



Jordan
4 months ago



We couldn't have asked for a better realtor than Rob. He guided us through the purchase of our first home four years ago, and we didn't hesitate to work with him again when it came time to sell. Rob was always easy to reach and incredibly responsive, patiently answering every question we had along the way.

His professionalism and knowledge made the entire selling process smooth and worry-free. Even under tough market conditions, Rob's calm approach and clear advice kept us confident and reassured. He kept us updated at every stage and ensured we felt supported from listing to closing. We truly appreciate his dedication and highly recommend Rob to anyone looking to buy or sell their home.



Gina Pasricha
1 year ago



I had the pleasure of working with Rob as my realtor for the sale of my properties. His professionalism, expertise, and commitment to delivering results were truly commendable. Rob went above and beyond to ensure a smooth and successful transaction.

From strategic marketing to negotiating the best deal, Rob's attention to detail and market knowledge were evident throughout the process. He kept me informed at every stage and demonstrated a genuine interest in achieving my goals.

I highly recommend Rob for anyone in need of a dedicated and skilled realtor. Thank you, Rob, for your outstanding service!



Joon Moon
3 years ago



I first met Rob about four years ago when I came through an open house he was hosting. I really liked his personality and we just hit it off. Rob helped me buy my first home, a brand new build, and guided me through dealing with things about new construction that I never would have known! I lived there until I moved back to Calgary for work and was renting it since. Given how hot the market has been lately, and that my tenant was leaving, it seemed like a great time to sell. Rob and I worked out a pricing strategy for my home, and ended up getting more money than the identical home next door which also just sold! Rob handled everything about the sale flawlessly, including co-ordinating showings with the tenant and lining up the trades needed to make sure my house got everything fixed in a timely manner after the inspection. He even found me a lawyer in AB that specialized in BC closings, so I didn't have to come back to BC to do paperwork. Thanks, Rob, looking forward to our next project!

STEP 4

Illustrating how to avoid common mistakes many agents and homeowners make, which could save you **THOUSANDS OF DOLLARS** off your bottom line.

AGENT ERRORS CAN COST CLIENTS!

- 1. No Photos:** This is pretty much the kiss of death! Do you stop when scrolling through homes on one that has no pictures? No. And buyers will skip yours just as quickly if I don't have your pictures loaded into the listing at the exact time your home hits the market.
- 2. Poor Photos:** Your REALTOR® not hiring a professional photographer is 100% unacceptable! Having a REALTOR® reflected in their bathroom photos because they're too cheap to hire a pro is not ok. Cell phone photos are not ok. You are paying me a decent commission to get your home sold. Marketing it properly by hiring a professional photographer is absolutely a must for creating a fantastic first impression to prospective buyers. The more people that want to come see your home in person, the higher the likelihood it sells, and sells more quickly!
- 3. No Floor Plans or Walkthrough Video:** Having floor plans in your listing are an absolute must! They're an amazingly easy way for buyers to see if the space is even going to work for them before wasting your time with unnecessary showing requests. I always use a professional measuring company who use laser measurements to ensure the utmost accuracy. A video tour gives us the opportunity to explain many features of your home that potential buyers simply can't tell just from seeing pictures.
- 4. Poor Timing:** It is absolutely critical that agents have everything prepared for their listing launch. Photos and a great writeup all need to be posted online at the same time. I never launch a listing without all our ducks in a row, whereas you'll often see listings from other agents that say "Photos Coming Soon" or "Writeup To Follow" because they're worried about just "getting the listing live". You wouldn't go back to that listing if you were scrolling the Internet, and most other buyers won't, either. You've lost your chance to make an awesome initial impression, and when a listing first hits market is exactly when you want the most attention on it! You're most likely to get your best offer shortly after it hits the market. I also do a social media "sneak peak" a few days before it launches to give your listing a little boost, and build buzz and anticipation, which not all REALTORS® do.

BUT SELLER MISTAKES ALSO CAN SINK SALES!

- 1. Staying Home:** To be blunt, leave! Buyers want to be able to look around and discuss your home candidly. It makes it awkward if you're there, especially if you're lying on the couch watching TV. It creates an uncomfortable viewing atmosphere and drastically reduces the likelihood of receiving an offer! Leave yourself extra time to load any kids or pets and try to be gone at least 15 minutes before showtime in case the buyer arrives early. The same logic applies for tenants as well. If possible, I will have a conversation with them and see if we can come to an agreement that they leave during viewings.
- 2. Being Left In The Dark:** Please leave all lights on, open all blinds, and make your home as bright as it can possibly be. This is especially important for fall and winter showings!
- 3. Gauging The Temperature:** In the summer, have your home a couple of degrees cooler and in the winter have it warm and cozy. You want the buyers to want to stay and look around. The longer they stay, the more likely they will make an offer.
- 4. Flunking The Smell Test:** Again, make buyers want to stay and feel like they're at home. Cookies are always a welcome smell, or maybe some nice essential oils. Please, no fake air fresheners or excess Plug-Ins, as many buyers are very sensitive to smells and that may actually make them want to leave sooner. If you have pets, please try to be aware of cat litterboxes or (especially wet) dog odors. Teenagers' rooms (boys, usually!) may be trouble spots, also. Try to not leave food odors from recently cooked meals. And smoke smells of any kind are almost certainly a dealbreaker to many and a quick way to shorten a showing.
- 5. Not Sweating The Details:** Your home should ideally be "showroom ready" and pristine for every showing. At a bare minimum, pick up clothes off floors, make the beds, don't leave dirty dishes in the sink, and leave toilet seats down (and flushed of course!)
- 6. Failing To Be Flexible:** Some clients make it very difficult to approve showings, which, after in turn makes your home hard to sell. Within reason, try to be as open with your showing window as possible. Asking for 24 hours notice for showings is fine and common. If you don't mind leaving on an hour's notice, total bonus, but I don't expect that. It all depends on your circumstances. Shift workers often specify certain days/times for viewing which buyers must strictly observe. New parents often request no showings during naptime.

Discussing the importance of **PROPERLY PRICING AND POSITIONING** your home right from the start and why this is likely the single most important key to achieving the highest sale price for your home.

POSITIONING YOUR HOME

The only thing more important than pricing is positioning, but all most agents seems to talk about is starting at the right price. We need to put your home in a price point among homes currently listed where it is going to be more attractive than the majority of other homes on the market. I like to look at price as a “positioning point” rather than a hard and fast rule. I will discuss with you, based mainly on similar homes that have recently sold as well as some homes currently listed, what I feel a suitable positioning price point would be. You will see how your home stacks up directly to others in an “apples to apples comparison” and we can decide where to position yours.



THE IMPORTANCE OF PROPER PRICING

If we price your home too low, you leave money on the table. If we price your home too high, you scare away buyers. If we price it right, and it shows well, you should hopefully sell quickly and for top dollar. It is SO important to get this right from day one. A common real estate saying is: “The market dictates the price.” If your home is sitting on the market longer than similar homes, odds are it is overpriced, needs work, and/or doesn’t show well. Sometimes, homeowners have a hard time viewing their home objectively. I try to base my opinion solely on market data and let the facts speak for themselves.



WHAT HAPPENS WHEN YOU GET AN OFFER?

As soon as an offer comes in, I will present it to you thoroughly, fully explaining the clauses, terms, and details so you know exactly what you are potentially agreeing to, since it is a legally binding contract if you accept it. I also have a form called the **Disclosure to Seller of Expected Remuneration (DSER)** that I'm legally mandated to present to you along with each offer, so you'll know clearly up front exactly what your commission fees would be if you accept. There will be one of three outcomes:

- 1. Best Case Scenario:** it's a fantastic offer from a qualified buyer that gives you absolutely everything you were asking for. You simply accept the offer as is, congratulations!
- 2. Worst Case Scenario:** It's simply a horrible offer, a "lowball" well below asking price, dates that can't work, unreasonable conditions, and zero chance of ever coming together, so you just reject it outright and there's no need to negotiate any further.
- 3. Most Common Scenario:** it's a pretty good starting point, with some fair terms, but there are some areas you'd like improved. You will counter back on one or more of the terms (usually price, but it could be dates, subject conditions, or whatever you don't like) and we will negotiate back and forth until hopefully we reach a fair agreement for both sides ending with an accepted offer.

7 THINGS YOU CAN DO AHEAD OF TIME TO ANSWER BUYER QUESTIONS:

1. Find Utility bills so you can average the yearly cost of your electricity, hydro, and water.
2. Find your latest home assessment and property tax bill.
3. Find past receipts of any work or maintenance you have done on the home.
4. Make a detailed breakdown with notes and costs of any recent improvements and renovations.
5. Write a list of any items you'll be bringing with you and would like excluded from the sale.
6. Have a list of any documents that show anything that might be of importance to buyers, including site surveys, easements, right of ways, permits, warranties, etc.
7. Write out a Top 10 List for things you love about your home and neighborhood that prospective buyers can't see in pictures and wouldn't know for themselves unless they lived there. Tell a story they can imagine themselves starring in. This is a GREAT sales tool!

WHAT ARE SOME OF MY CLOSING COSTS AS A SELLER?

There are various “closing costs” which can add up. For the most part, they are all legally required payments when selling a property. These payments include:

Legal Fees: a lawyer or notary is an essential part of your home selling team. The fees for their closing work can vary, but expect to pay approximately \$1500-\$2500 for seller’s side conveyance.

Mortgage Fees: make sure to double check with your lender to find out if there are any costs incurred when transferring (also known as “porting”) or releasing your mortgage. There are sometimes “discharge fees” to remove a mortgage from title which can range from approximately \$100 to \$250.

Disbursements: these fees cover additional legal expenses such as copies, couriers, registration fees, and document preparation. They can run upwards of \$500, but are sometimes already included in your legal fees.

Adjustments: your lawyer or notary will ensure that any overpayments or deficiencies on rents, mortgage interest, property tax, and utility charges will be corrected, and that the buyers and sellers will be credited or debited accordingly.

Moving Costs: professional moving companies can be expensive and charges likely vary based on location, amount of goods being moved, and distance being travelled. If you’re moving yourself, factor in gas, rental vehicle cost, and moving supplies.

Future Costs: if you are planning on buying and moving into another property, make sure you have enough money set aside for deposit, down payment, inspection, and legal costs on the buying side

SELLER CLOSING COSTS WORKSHEET

Estimated Selling Price	\$
SUBTRACT THE FOLLOWING COSTS:	
Mortgage Balance	\$
Mortgage Payment Penalty (if applicable)	\$
Interest Per Diem (Interest from last payment to closing date)	\$
Property Tax/Utilities Adjustment	\$
Real Estate Commission (including GST)	\$
Moving Costs	\$
Misc. Costs	\$
Estimated Net Proceeds Of Sale	\$

MOVING TIPS

- As soon as you know you're moving, start to pack anything you won't need in the short-term
- Donate, sell, or give away anything you don't want to bring with you.
- Pack your boxes tightly to avoid breakage
- Use color-coded paper taped to boxes to show what rooms things go in (make a master list!)
- Change your address: Canada Post, ICBC, MSP, Amazon, VISA, MC, online billing, voting
- Cancel/Move your services: Hydro, FORTIS, Shaw/TELUS, alarms, water/propane contracts
- Try not to move on 1st or 30th of month, movers are cheaper and more available other dates
- Give your new address to friends/family (assuming you want them to know!)

CONCLUSION

Thanks for reading all the way through my Seller's Guide. I hope I've shown you that I can add value to the selling process. Even if I can add 1 or 2% to your sale price, that could be tens of thousands of extra "free" dollars in your pocket! If you think I'd be the right REALTOR® to help list your home, I'd love to come see it in person and we can go from there.

Please feel free to call or email me if there's anything I haven't covered in my guide or you have more questions. I'm always happy to chat real estate and would love to help sell your home and give you some five-star, world-class service whenever you're ready for your home to hit market!

It's never too early to get the ball rolling, give me a shout today to talk about your plans!

Cheers,
Rob

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In a word? Service.

