

506

REALTY

SELLER'S GUIDE



exp[®]
REALTY
AGENT

Before you sell: Understanding the process.

There are some steps, to selling a home and you may be anxious on where to start, how to align with a new purchase or move, and most of all how to maximize your profit. Don't worry we do this all the time and are here to do all the heavy lifting!

We want to make this as easy as possible on you and are here for you along the entire process to answer questions, or just be a shoulder to lean on!



GET TO KNOW YOUR REAL ESTATE TEAM

We are a full time, full service real estate team with hundreds of happy buyers and sellers all over the province! Our mission is to put you, the client first always and offer our knowledge and expertise every step of the way for a seamless client focused experience. As a team we work together to ensure everything goes according to the plan. We take our job seriously and strive to leave you with peace of mind before, during and after the process!

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GET TO KNOW ME!

Kevin Hollohan

Licensed in the province of New Brunswick, born and raised in Fredericton, Kevin has extensive experience in residential, commercial and multi unit sales with expert negotiating skills and has developed key relationships in the industry. His goal is to guide you seamlessly through the process of selling your home. Kevin's extensive knowledge in the New Brunswick real estate market leverages his clients into the best position and his past clients cannot speak more highly of him.

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connect with me on social media !
@frederictons_realtor or @506realty



Seller QUESTIONNAIRE

TIMEFRAME

when are you looking to sell?

IMPROVEMENTS?

What are some of the improvements you have made since owning your home?

WHAT DO YOU LOVE?

What are some of the things you love about your current home and neighbourhood?

UTILITY COSTS

What are your fixed costs? We love knowing all the details so we have answers on hand

DOWNSIZING OR UPSIZING?

Are you buying back into the market or renting? Either way we can help!

WE GET OUR SELLERS MORE!

Selling Tips



1. Declutter and Depersonalize/Show off Square footage:

Remove excess clutter and personal items to help potential buyers envision themselves living in the space. Clear floor space and counter tops to show off your homes square footage!

2. Make Repairs and Updates:

Fix any noticeable issues such as leaky faucets, damaged walls or trim. If you are considering making updates to areas that will improve the home's value, such as the kitchen or bathroom, chat with us first!

3. Clean and Stage:

Deep clean the entire home, including floors, walls, and windows. We also make sure to stage the home so that buyers see the best features of each room.

4. Improve Curb Appeal:

First impressions matter, so make sure your home's exterior looks well-maintained and inviting. This includes landscaping, and ensuring the front entry and porch are clear and in good condition.

5. Price Competitively:

We research the local real estate market conditions to determine a competitive price for your home. Pricing too high can turn off potential buyers, while pricing too low may result in missed opportunities for maximizing your home's value.

STEP BY STEP

Selling

ENTRYWAY

- Clean and uncluttered • Excess furniture, coats and footwear removed • Light fixtures work and are clean

LIVINGROOM

- Walls and trim freshly painted or washed • Floors and carpets clean • All clutter and personal effects removed • Excess furniture removed • Light fixtures cleaned

DINING ROOM

- Walls and trim freshly painted or washed • Floors and carpet clean • All clutter and personal effects removed • Light fixtures cleaned • Excess furniture removed

KITCHEN

- Walls and trim freshly painted or washed • Cabinets clean, organized, and decluttered • Appliances clean and in good working order • Countertops decluttered

BATHROOMS

- Clean and uncluttered • Fixtures clean and polished • Walls and trim freshly painted or washed, grout repaired • Floors washed and polished • Cabinets decluttered and organized • Light fixtures polished

STEP BY STEP

Selling

CONTINUED

BEDROOMS

- Walls and trim freshly painted or washed • Floors and carpets clean • All clutter and personal effects removed • Excess furniture removed • Light fixtures cleaned • Closets and dressers organized and decluttered

BASEMENT

- Clean and uncluttered • Light fixtures clean and working • Storage organized
- Light fixtures clean and all light bulbs working • Handrail secure • Smells fresh and aired out • Clean and Paint concrete floor and walls • Make inspection easy making sure electrical panel, furnace, hot water tank are accessible

GARAGE

- Clear out all clutter and garbage • Clean floor • Tidy up storage and workbench

GENERAL

- Use a neutral colour palette • Repair loose doorknobs, cracked molding, leaking taps, squeaky doors, screens, closet door tracks • Pack away any unnecessary items including toys and yard items

YARD

- Mow lawn • Trim shrubs • Make sure pool is clean • Touch up exterior paint • Clean gutters • Repair Decks

PREPARING FOR LAUNCH

WHEN YOU ARE READY

Once you feel you are ready, we spring into action! Our listings receive nothing but the best. We hire out professional photography because Realtors® are not photographers!

Don't worry we show up with our media team and ensure everything is where it should be, leave it to us your in good hands!

We have a calculated process from our "coming soon " media push to when your home goes live on the market. We know just what to do to build the hype and maximize your exposure!

WE GO THE EXTRA MILE

Along with our professional photography, we offer social media videos, floor plans, drone shots to showcase your home to the fullest. We put the meaning into maximum exposure. Getting your home in front of as many buyers as possible is our target and we don't miss!



TIME FOR SHOWINGS!

SHOW TIME

When its time for showings we take care of everything, including all the scheduling and ensuring the buyers and their Realtors® have all the information they need on your property!



- Wash and put away dishes
- Take out the garbage
- Open draperies and turn on all the lights
- Pick up toys and clutter
- Do not use strong smelling air fresheners
- Make sure pet areas are clean and odour free
- Throw any daily life clutter in a laundry basket and put it in your car/garage
- Turn on the fireplace/turn up the heat if it is winter (make them cozy)
- Sweep and vacuum
- Clear off kitchen counters

OFFER TIME

REVIEWING OFFERS

Don't worry we know just what to look for when reviewing the contract.

Reviewing offers can be both exciting and stressful! Don't worry we have done everything in our power to ensure buyers put their best foot forward when offering on your home!

We carefully review conditions, price, closing date and everything in between to make sure nothing gets missed!



ACCEPTED OFFER

Once we have accepted an offer we keep track of all the dates and "to do" lists . We will send reminders and checklists to ensure everything is in order come closing day!

FOR SALE BY OWNER

MISTAKES

1. Limited Exposure:

By choosing to sell your house privately, you will miss out on the marketing and exposure that a professional REALTOR® can provide. We have access to a wider pool of potential buyers through our network, marketing channels, and the multiple listing service (MLS) system, which can increase the chances of finding the right buyer at the right price.

2. Time and Effort:

Selling a house privately requires a significant amount of time and effort, from researching the market, setting a price, staging and showing the house, negotiating offers, and handling legal paperwork. Unless you have experience and knowledge of the real estate market, this process can be overwhelming and lead to costly mistakes.

3. Legal and Financial Risks:

When selling a house privately, you assume full responsibility for legal and financial aspects of the transaction, such as disclosure laws, contract negotiations, and closing procedures. Any mistakes or omissions can result in legal disputes, delayed closings, or financial losses. A professional REALTORS® can guide you through these processes and minimize the risks involved.

OUR RECOMMENDATIONS

SOME OF OUR TRUSTED PARTNERS

Home Cleaning Companies

Caroll Akerly
Clutter Control
506-449-9924

Top Knot Cleaning
506-471-5172

Movers

Hoyts Moving and Storage
506-453-0123

OG Moving
506-449-2922

Mackie Moving Systems
1-877-550-5591



QUICK GUIDE TO A FEW
RECOMMENDED LOCAL SERVICE
PROVIDERS IN YOUR AREA

LAWYERS

Yousseff Law Group	506-472-2172
Al Irvine Law	506-453-9919
Kelly Buffet Law	506-478-8988

UTILITY CONTACTS

NB Power	1-800-663-6272
Bell/Aliant	1-506-455-8569
Rogers	1-888-ROGERS1

For help with specific contractors, Just Ask !