



what you  
need to  
know

*Selling Edition*



# Home Selling Guide

# About Josee Savard

REALTOR®



Growing up in Simcoe County and watching this area grow made the decision to raise my family and build my roots here a very easy one. After years in the sales industry, I realized my true passion was for Real Estate and my genuine love for helping people made the decision to change my career a natural choice. When I am not making homeownership dreams come true for my clients, I enjoy spending time with my family & friends and volunteering in my community making sure I never take either for granted. Thank you for trusting me to support you alongside your real estate journey. I am honored to represent you and guide you through the buying process. My goal is to ensure that you are comfortable every step of the way.

Have questions? I'm always available to help! Shoot me a text or give me a call for the quickest response.



## CELL

249.877.4045

## EMAIL

[josee@savardrealty.com](mailto:josee@savardrealty.com)

## FACEBOOK

[JoseeSavardBarrieRealEstate](#)

## LANGUAGES

English  
French

## WEBSITE

<https://savardrealty.com>

## INSTAGRAM

[joseesavardbarrierealestate](#)

"Real estate is more than a career to me, it is my passion! Getting to help people with the sale of their home is such an honour and a pleasure for me."



# WHY WORK WITH ME?



*Long after you close, I'll be here to help you navigate life in your new home (or town!), answer questions, or grab a cup of coffee.*

*New clients = new friends!\**

Here's what you can expect when you work with me to buy or sell:

- Text, phone, DM, email -- however you want to connect, it'll be ME you get EVERY.SINGLE.TIME.
- As a buyer, lean on my experience in Simcoe County so you can enjoy the buying process and feel confident about your home buying decision.
- I am committed to engaging in honest and ethical business practice at all times.
- I will invest 100% of my efforts delivering first-class service with ongoing communication. I am always just a call, click or text away.
- I always ensure to have active follow-up for every buyer prospect.
- I will work with you and for you to obtain top dollar for your home with fully customized marketing materials and suggestions to increase your home's value.



Josee really cares and takes the time to really listen and fully understand your needs. Was prompt in answering my millions of questions and never made me feel silly for asking so many. Definitely has a passion for helping others any way she can and it shows through her personality and how she goes above and beyond in her work. I would highly recommend her to anyone and will definitely be telling all my friends and family to have her work for them.

**CHRISSY CAMPBELL**

Josee is amazing! She is thorough, extremely reliable and really knows her stuff. It's great to have someone we can trust that has our best interest at heart. She's always in our corner.

Thank you so much, Josee!

**KATHRYN ABEL**



"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

- BARBARA CORCORAN



## Consider Repairs

Get that sold price up by considering some repairs with a good return on investment. Not all buyers have the vision to see what your home could be, so even little changes will help them see the bigger picture. Here are a couple low cost improvements that buyers will love:

- Swap out fixtures in the kitchen and bathrooms. New knobs, pulls, and faucets, are an inexpensive way to create a cohesive, modern look.
- Paint in a neutral palette. This allows buyers to picture their things in your space.

## Create a Game Plan

Walk through your home, room by room as if you are a buyer and take notes on what needs to be done. Consider having a home inspector come and see if anything needs to be repaired.

## It's important to thoroughly evaluate the market to determine the market value of your home. Here's why:



- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.
- Pricing your home at the right price the first time is crucial to obtaining maximum exposure and selling your home quickly for top dollar. Doing so will also help you save money and time. Pricing a house correctly is mostly based on five factors: the property's location, its condition, its improvements (or upgrades), its age, and the market conditions experienced at the time of listing. Therefore, our experience and access to exclusive information from various sources will help us determine a competitive listing price to ensure optimal results.

Wondering if you should bump it up a little "just to see what happens?" Overpricing your home (even by a few thousand) is the #1 way to sabotage your chances of getting top dollar for your home. Here's why:

- Buyer agents know what your home is worth. A home priced correctly will ALWAYS generate more interest and sell faster.
- If you price your home higher than what it's actually worth, it may not appraise by the buyer's lender, and we risk losing a contract or going back to negotiations. If we go back on the market, that's a bad look for new potential buyers.
- The longer the home sits on the market, the worse it looks to potential buyers.
- To get an accurate price on your home, I will gather data and help you analyze comps that point to a price that will strike the right balance between current market conditions and the features that make your home attractive for buyers.



## STEP 2: STRATEGICALLY MARKET YOUR HOME

Below are the pros and cons of pricing your home above, below, or at market value.



### **Below** market value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



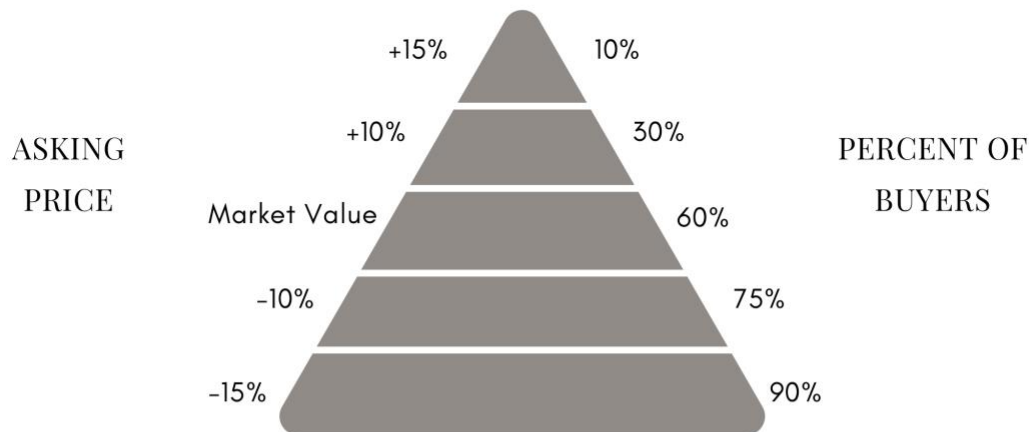
### **At** market value

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



### **Over** market value

- + If you have to receive a certain amount for the home
  - It will take longer to sell
  - The more days it's on the market, the worse it looks to prospects
  - The home may not appraise by the buyer's lender, back to negotiations



## STEP 2: STRATEGICALLY MARKET YOUR HOME

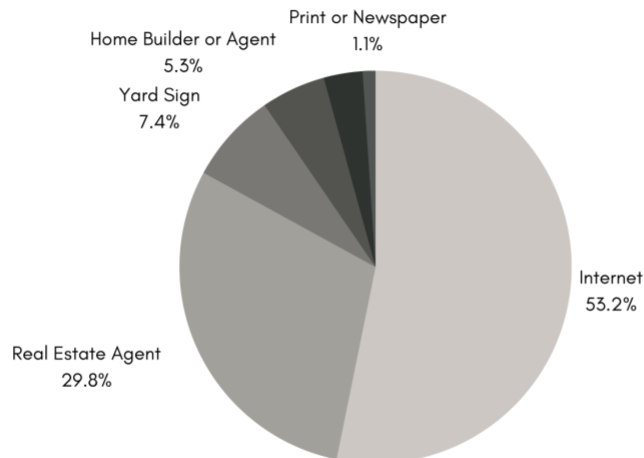


More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price or the way it is inputted and displayed in the MLS.

## Home Buyers are Shopping Online



Source: 2019 NAR Home Buyer and Seller Generational Trends





## Staging Your Home

- Staging a house is the process of strategically arranging furniture and decor to make a home look its best while selling. This may involve refreshing your belongings, or moving all of your stuff out and renting furniture and decor to better suit the room's staging arrangements. My goal is to create a clean, neutral, and coherent look to help buyers imagine what moving into your home could look like. To help, I will give you personalized tips during our initial home tour, and I will provide you with a home staging checklist for reference.

## Professional Photography

- Real estate photography is an essential marketing strategy for sellers, so I invest in professional photographers to take pictures of your home. Properties that look visually professional and aesthetic will entice buyers to click on those homes rather than poorly presented homes. Additionally, listings that have professional photography tend to: sell faster on the market, sell at a higher price point, attracts more international buyers, and attracts more buyer leads to visit the homes in person.

## STEP 2: STRATEGICALLY MARKET YOUR HOME



The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.

## What's Included in my Marketing Plan:

- Displayed on MLS\* website
- Displayed on Realtor.ca
- Displayed on my website
- Coming soon campaigns
- Virtual tours
- Broadcasted across social media platforms
- Flyers
- Postcards
- Professional photography
- Professional videography
- Open houses
- Yard sign captures
- Facebook marketplace

### \*Multiple Listing Service

When your home is listed on Multiple Listing Service (MLS), your property is exposed to prospective buyers. Additionally, licensed real estate professionals in your area will be notified whenever your property gets listed. Therefore, they will have the chance to immediately book a viewing appointment for their qualified and interested buyer clients.

## How Showing your Home Works



- We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance.
- Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.
- Usually we use an electronic lockbox that allows buyers' agents to access your house key. These boxes also notify me any time they are opened, so no one is accessing your home without my knowledge.
- If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I will try to get feedback from each showing and pass that information back to you.





## Showcase Your Home

- Your home has 20 seconds to make an impression on prospective purchasers. The first impression is crucial, so ensure that it has maximum impact. The exterior of the home provides the introduction, and it is indicative of what is to be found inside. Curb appeal is paramount. Potential customers should be drawn to the front door, so be sure to examine the exterior with a critical eye. Start at the front door. The paint or finish should be perfect, hardware appropriate, and front mat fresh and crisp looking.
- Flowers or shrubs should be placed in pots or urns framing the door. Windows are to be clean, the lawn attended to, and the driveway in good condition. Shovelled, if it's winter.
- We use all 5 senses when assessing properties. Think to yourself, what does your foot feel underneath? What does the eye see, the hand touch, the ear hear. What fragrance does the nose detect? It all matters so pay attention to the details.



## Remember

### Clean!

- Windows, sills and screens
- Wall and Floors
- Ceilings
- Cupboards and Drawers
- Kitchen
- Bathrooms
- Light Fixtures
- Ceiling Fans
- Mirrors
- Garage
- Basement
- Yard
- Gutters
- Replace Furnace Filter
- Dusting
- Remove Clutter
- Pack personal items

### Repair!

- Leaky faucets and plumbing
- Torn screens
- Slow drains
- Loose Door Knobs
- Gutters
- Deck Boards
- Broken Windows
- Electric fixtures
- Water stain damage
- Damaged walls and ceilings
- Worn carpets and rugs

### Improve!

- Stain or paint deck
- Store tools
- Roll up garden hose
- Paint and Stain exterior
- Prune bushes and hedges Trim trees
- Mow lawn, fertilizer, edge and trim
- Weed gardens, plant flowers
- Shovel driveways, de-ice
- Stack firewood
- Repair and paint fences
- Seal asphalt driveway
- Make sure doors close properly
- Replace welcome mat



## What to Expect Next

### Negotiating Offers

As the showings start rolling in, we'll start getting feedback and/or offers from the prospective buyers. We will work together to negotiate the offers we receive to achieve your ultimate goal whether that be a quick sale, maximizing profit, or perfect timing.

### Deposit

Once the purchase agreement is signed by all parties, the buyers will deliver their deposit. These funds will be held by a trust account until closing. If the buyer backs out of the sale for a reason not specified in the contract, the seller is typically entitled to keep the deposit money.

### Contingencies

Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close. A contingency is when there's something that the buyer or seller needs to do for the transaction to go forward.

### Closing Day

The lawyers will handle all the paperwork and title related activities. But wait, ONE more thing before you finally pop that champagne! The final walk-through: Right before closing, the buyer will typically have the right to walk through the home and make sure any agreed-upon repairs were completed and the property is in good condition. Once we get the clear-to-close from the lawyers, the keys will be handed over and the deal is done!



The key to remember here is not to get caught up in games. If you keep your goals in focus you are better able to respond to offers. You will have three choices when an offer comes in. You can accept the offer, reject the offer, or make a counter offer. You should know, however, that a counter offer is a rejected offer. The buyer has no legal tie or obligation to the contract once any minor changes are made to it. Although the price is the main focus of the offer, you need to closely review every detail. These details include down payment, deposit, possession date, personal property items included such as appliances or furniture, and conditions such as financing, home inspection and home warranty. Remember, any change to the original contract is technically a rejection, so only make changes if you are positive you cannot live with what is offered. It is important to put yourself in your buyer's shoes and not see them as a rival or enemy, but rather as someone who wants to buy your home. Once an offer is accepted, I will continue to be with you every step of the way to ensure you have a smooth and seamless moving experience!





 joseesavardbarrierealestate

Follow along on Instagram for all things Simcoe County, homeowner hacks, and the latest in real estate.

*Thank you!*

Thank you for trusting me with the sale of your property. I am honored to represent you and guide you through the process.

My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response. Helping my clients sell their home for top dollar and with the most ease is what I am passionate about – I'm always here to answer your questions.

249-877-4045

*- Josee Savard*

## Next Steps

---

✓ Sign listing agreement and property disclosures

✓ Determine list price

✓ Photographer and videographer come out for shoot