

YOUR ULTIMATE GUIDE TO

# SELLING YOUR HOME





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# 01

## Choose Your Agent

Choosing the real estate agent that you'll be working alongside to sell your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and overall be a great match for you and your home.

Credentials, of course, are a plus - but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

I look forward to the opportunity of earning your business and sharing this life milestone with you and your family.

*- kristin roberts*





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## ABOUT ME

With over 12 years of experience in the Calgary real estate ecosystem, I have a deep understanding of the local market and the needs of my clients. Whether you're looking to buy, sell, or invest in real estate, I'm here to help you achieve your goals.

I am a licensed Realtor in the province of Alberta. My decades long background in sales and marketing, combined with an in-depth knowledge of the local real estate market, allows me to provide my clients with the best possible selling experience.

## CREDENTIALS

- Licensed Real Estate Agent, Alberta
- Brokered by Real Broker
- Member of the Calgary Real Estate Board

# 02

## Prepare for the Market

### Consider Home Repairs

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the leg work now will not only boost the sale price of your home, it will keep the sales process moving quickly once a buyer shows interest.

Use the checklist provided on the next page and walk through your home, room by room, as if you are a buyer. Keep their perspective in mind as you make decisions on repairs.



# Home Preparation Checklist

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. Consider hiring a home inspector to assess if anything needs to be repaired.

## GENERAL

TO DO    DONE

- |                          |                          |                        |
|--------------------------|--------------------------|------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Light fixtures         |
| <input type="checkbox"/> | <input type="checkbox"/> | Light bulbs            |
| <input type="checkbox"/> | <input type="checkbox"/> | Worn/stained carpeting |
| <input type="checkbox"/> | <input type="checkbox"/> | Window glass           |
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinets               |
| <input type="checkbox"/> | <input type="checkbox"/> | Sinks and faucets      |
| <input type="checkbox"/> | <input type="checkbox"/> | Paint walls            |

TO DO    DONE

- |                          |                          |                           |
|--------------------------|--------------------------|---------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | HVAC                      |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring                  |
| <input type="checkbox"/> | <input type="checkbox"/> | Doors and trim            |
| <input type="checkbox"/> | <input type="checkbox"/> | Wallpaper                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring                  |
| <input type="checkbox"/> | <input type="checkbox"/> | Carbon monoxide detectors |
| <input type="checkbox"/> | <input type="checkbox"/> | Smoke detectors           |

## KITCHEN

TO DO    DONE

- |                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Clean counters and declutter            |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean tile grout                        |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean appliances (Inside & out)         |
| <input type="checkbox"/> | <input type="checkbox"/> | Organize drawers, cabinets and pantries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean floors                            |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean sink and disposal                 |

## BATHROOMS

TO DO    DONE

- |                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Declutter countertops and drawers               |
| <input type="checkbox"/> | <input type="checkbox"/> | Fold towels                                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Tidy cabinets and remove unnecessary toiletries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or replace shower curtains                |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean mildewy areas                             |

## LIVING & DINING

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Stage with pillows and throws
<input type="checkbox"/>	<input type="checkbox"/>	Dust and clean all surfaces and fixtures
<input type="checkbox"/>	<input type="checkbox"/>	Keep all tables clear and decluttered

## EXTERIOR

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Pressure wash concrete or driveway
<input type="checkbox"/>	<input type="checkbox"/>	Clean or repaint doors
<input type="checkbox"/>	<input type="checkbox"/>	Repaint trim
<input type="checkbox"/>	<input type="checkbox"/>	Wash windows
<input type="checkbox"/>	<input type="checkbox"/>	Sweep walkways & patios
<input type="checkbox"/>	<input type="checkbox"/>	Trim hedges

## BEDROOMS

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Clean out and organize closets
<input type="checkbox"/>	<input type="checkbox"/>	Repair any damage in walls
<input type="checkbox"/>	<input type="checkbox"/>	Keep closets closed during showings
<input type="checkbox"/>	<input type="checkbox"/>	Make beds before any showings

"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.*"

# 03

## Strategic Marketing

### Pricing Your Home

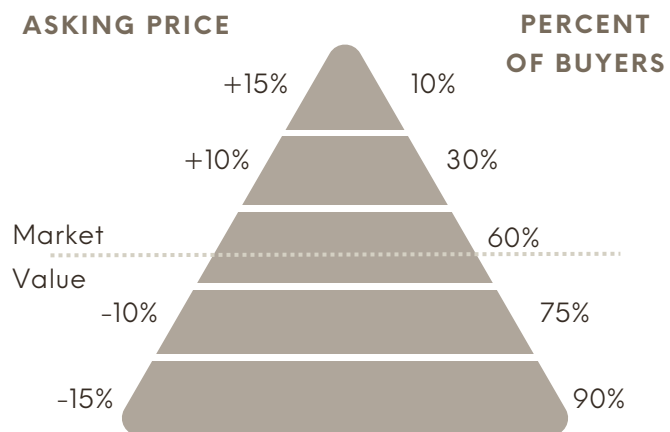
*Here's something that may surprise you...*

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.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.







### AT MARKET VALUE

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



### BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + Multiple offer scenario, which may include offers higher than asking price
- Small risk of receiving a lower priced offer



### OVER MARKET VALUE

- It could take longer to sell
- The longer a home sits on the market, the less favourable it appears to prospects
- The home may not appraise by the buyer's lender. Back to negotiations!



# Pros & Cons of Pricing



## What's the big deal about listing photos & videos?



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 and videos showcasing the best qualities and features of your home.



Because of this, we work with the top real estate photographers and videographers in Calgary & area to capture your home in the very best light – **at no cost to you.**

## What's Included in my Marketing Plan

Fun Fact: Marketing is my background – outside of real estate I have marketed for and to some of the world's biggest brands, here's a peek at how I bring that energy to listing your home

- Your home displayed on MLS and 30+ aggregate websites.
- Featured on my personal website & in my monthly Newsletter
- Personalized social media marketing campaign
- Paid social media ad campaigns
- Open house & broker preview
- Digital and Print Flyers
- Top-tier professional photography & optional videography
- 1000+ Agent email blast
- \*Outstanding\* buyer follow up and showing experience



# Staged to Sell

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30 times faster than non-staged ones, but they also fetch higher prices

## 83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

– often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

Even better, occupied staging uses items from your own home, for a much lower cost and less hassle. It's a smart, strategic move with proven results.

## 73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

# 04

## Showing Your Home



It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we'll work together to create the best experience for the buyer that also fits your lifestyle.

I take my clients' security very seriously – When your home is listed I will provide you with an electronic lockbox to store a set of house keys on the outside of the home. Any time this lockbox is opened, I am notified. That means no one is accessing your home without my knowledge.

After each showing I will contact the showing agent and share any feedback received from the potential buyers.

\*\*\*Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.

# Home Showings Checklist



- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat, wreath, or outdoor plants.
- Remove personal items, documents excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; but don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.

# 05

## The Closing Process



This process begins once we accept an offer on your home. Here are the major milestones to expect:

**The deposit:** The buyer places an earnest money deposit of typically 3-5% of the purchase price, as a sign of good faith. This money is held in trust by the listing brokerage until the transaction is completed.

**Buyer's Due Diligence (condition period):** The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations (1-2 weeks typically).

**Loan Approval and Appraisal:** The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price..

**Final Walkthrough:** Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

**Completion Day (Closing):** The buyer receives keys and takes possession of the property. You receive the proceeds from the sale!

# Why we Offer Buyer Agent Compensation ... & why it's a Smart Move



## Expands your property's visibility

Offering a buyer's agent commission makes your listing more appealing to real estate agents, leading to increased showings and opportunities for offers.

## Encourages smooth transactions

Offering compensation fosters cooperation between agents, leading to smoother negotiations and a more efficient sale process.

## Positively impacts sale outcomes

Properties offering agent compensation often sell quicker and at better prices due to heightened exposure and agent motivation.

## Signals a professional approach

This strategy demonstrates a commitment to a fair and efficient selling process, setting a positive tone for the transaction.

**6 - 12 WEEKS BEFORE MOVING**

- |  |  |
|--|--|
| <input type="checkbox"/> Declutter, discard & donate                               | <input type="checkbox"/> Choose a mover and sign contract                                |
| <input type="checkbox"/> Collect quotes from moving companies                      | <input type="checkbox"/> Create a file of moving-related papers and receipts             |
| <input type="checkbox"/> Locate schools, healthcare providers in your new location | <input type="checkbox"/> Contact homeowner's insurance agent about coverage for moving   |
| <input type="checkbox"/> Secure off-site storage if needed                         | <input type="checkbox"/> Contact insurance companies to arrange for coverage in new home |

**3-4 WEEKS BEFORE MOVING**

Notify the following about your change of address:

- Banks + Post Office
- Credit Card Companies
- Insurance Companies

Notify utility companies of date to discontinue or transfer service

- Electric     Gas
- Water         Internet
- Waste         TV

**2-3 WEEKS BEFORE MOVING**

- |   |   |
|---|---|
| <input type="checkbox"/> Notify Service Alberta of new address                                | <input type="checkbox"/> Close/open bank accounts   |
| <input type="checkbox"/> Discontinue additional home services (housekeeper, lawn maintenance) | <input type="checkbox"/> Arrange for child and/or pet care on moving day                        |
| <input type="checkbox"/> Start using up things you can't move, such as perishables            | <input type="checkbox"/> Notify HOA about upcoming move, reserve elevator usage (if applicable) |

**1 WEEK BEFORE MOVING**

- |  |  |
|--|--|
| <input type="checkbox"/> Confirm final arrangements                      | <input type="checkbox"/> Take a picture in your home                         |
| <input type="checkbox"/> Arrange transportation for your pets and plants | <input type="checkbox"/> Pack an essentials box for quick access at new home |
| <input type="checkbox"/> Review your moving-day plan with moving company | <input type="checkbox"/> Label moving boxes with the contents inside         |





# Next Steps

Getting started is simple. When you're ready to sell, reach out and I'll send over my listing questionnaire – this helps me get to know you and your home better!

Then we'll meet, agree on your price and have some documents signed & I can get your listing on the market in as little as 48 hours.

Selling your home is a huge deal and I'm honored to be considered to get the job done. I can't wait to hear from you!

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