

The background is a chalkboard with white chalk drawings. At the top, there's a rectangular frame with an 'X' in the top right corner and an arrow pointing upwards from the bottom right. Below the title, there are two circular diagrams, each with an arrow pointing from the circle to the top right. A hand holding a white chalk is visible on the right side, drawing the second diagram.

Scottie's **BUYER'S PLAYBOOK**





WHO IS SCOTTIE HENDERSON

PROFESSIONAL BACKGROUND:

I was born and raised in Waterloo Region. I've been a Realtor since 2012. Prior to Real Estate I did event and product marketing. Major companies and venues hired me to launch products, market events, and attract thousands of people to events or promotions. I've been a marketer in a fortune 500 company, I've thrown thousands of events, helped raise money for dozens of charitable organizations, and was the Director of Marketing for Kitchener-Waterloo Oktoberfest. My 15 year marketing background and experience prior to Real Estate is something I bring to every home I list to sell for my clients. You get an experienced professional REALTOR as well as an EXPERT MARKETER. I've been an entrepreneur for two decades and everything I've done in my career has had PEOPLE at the center of it. I'm client first mentality, and focus on customer service / helping people.

AT HOME:

I'm a father of 3 and a husband/partner. I met my life partner/wife (Michelle) in 2012 as I was making the change to Real Estate. We met while volunteering with Kitchener-Waterloo Oktoberfest. We fell madly in-love and bought a home together in Waterloo. A few years later we got married. We had our first son (Major) in 2019, our second son (Banks) in 2021 and our third son (Slater) in March (2023). We now live in Kitchener in a beautiful Century Home we bought in 2020. Everything I do is for my family. I love being a Dad, and I love being a partner to Michelle and to me, my family is everything.

IN REAL ESTATE:

I treat my clients like they are my family members. The advice I give, my opinions and communication is the same as if I was advising my family, my brother or parents. I believe in customer service and timely communication. You deal with me the entire time. No contacting my "assistant", no middle-person, everything is done through me, and I take you through the entire process. Everything is done by professionals. Professional photos, professional floorplans, 360 virtual tours, and professional video. I then take the marketing material and do targeted advertising that gets my clients more exposure, and more eyeballs on their listings than anybody (as far as I know - let me know if anyone gets more views on their listing videos and I will up the marketing spend ;) When it comes to buying Real Estate, you get ME the entire way helping and guiding you through the process. I analyze the market every morning, checking what's sold, what's available, trends, changes. I go see lots of homes every week with buyers and always have my finger on the pulse of what's happening.

I'm consistently analyzing the market, and finding ways to get more attention for my clients homes. I've been featured by CBC as well as other news channels for the attention and marketing I'm doing for my clients as well as my overall approach to Real Estate.



BUYING A HOME

QUICK TIPS 1

CHOOSE YOUR TEAM

- Choose a Realtor you connect with and knows the market and is doing business. Buying a home can take a day, a week, a month, few months or a year. Having someone you trust and who knows what they are doing is SUPER important.
- Choose a good Mortgage Broker or Bank Mortgage Provider. Having someone you can communicate directly and get responses from the same day. Situations can come up when you need financing answers ASAP and having a strong mortgage professional makes things a lot more enjoyable and manageable.
 - Tip: Mortgage Brokers have access to all the lenders including the big banks. In my career things typically have gone smoother when Mortgage Brokers have been involved. Some people however, just feel more comfortable dealing directly with their bank. Do what makes you most comfortable.

GET PRE-APPROVED

- What can you afford to buy. What's the absolute MAX you can get approved for from a mortgage side.
- Have the mortgage professional break down what those monthly payments would look like. Knowing what your MAX is doesn't mean that's where you are comfortable buying at. You might be approved to buy \$XXX,000 but only feel comfortable buying \$100,000 less than where you were approved for based on what the monthly payments would be. Know your numbers.

START UNDER YOUR MAX

- It's really easy to go up in price when looking for homes. It's hard to go down. Meaning if your approved for \$XXX,000 maybe see if you like homes that are under that first. If you don't, then start going to your MAX range. If you go see homes that are \$900,000 then find out your pre-approval is \$600,000 it's very difficult emotionally through this buying process

REALTOR AUTO SEARCH

- Your Realtor can set up a search based on location, price point, specific features like detached, semi-detached, condo, townhouse etc. As well as, number of bedrooms, bathrooms and square footage. That way when something comes on the market you are the first to know about it.

LIST PRICE IS A MARKETING PRICE

- To me list price means almost NOTHING. An experienced Realtor is using SOLD data to analyze homes.
- If the neighbour had the exact same house and sold last week for 750,000. And you like a house that's listed for 800,000 even though the neighbour sold last week for 750,000, that house is worth around 50,000 less than the marketing price.
- If the neighbour had the exact same house and sold last week for 750,000. And you like a house that's listed for 600,000 even though the neighbour sold last week for 750,000, that house is worth around 150,000 more than the marketing price (And they are probably doing a "Holding Offers" to a specific date multiple offer strategy trying to get around 150,000 over.
- "Offer anytime" typically means the Seller's aren't expecting over
- "Offer Day / Offer Hold" typically means they are marketing it under market value to get multiple offers.



BUYING A HOME

QUICK TIPS 2

GO SEE HOMES

- Some people know exactly what they want and need to see one home and they can buy it. Others need to see more. Seeing a few homes and seeing what they sell for can help calibrate yourself to the prices and the market.
- You might not realize what you really want until you see it in person. Seeing a beautiful yard might make you realize you want a deep lot. Seeing a backsplit might make you decide you don't want stairs, or you might fall in love with how they are laid out etc.
- Start on the lower side of your budget. Going up in price is easy, as higher prices should be more house. It's harder mentally to go down in price then up.

IF YOU LOVE A HOUSE THAT IS HOLDING OFFERS, HOW TO STAND OUT

- If you love a home that's listed below market value and is holding offers to get multiple offers. There's things we can do to satisfy conditions in advance of offer day.
- Normal home inspection is ~\$500-\$600 and can be a condition on a normal purchase when you are not competing against lots of offers. However, some listing agents (representing the seller) will allow me to have a home inspector do a walkthrough inspection before offer day. Walkthrough inspections with the home inspector are around \$250 and are just 1hr and we take the notes while they inspect and talk about everything to look out for. But gives the peace of mind of the condition of the home, so you can be comfortable not having the condition of home inspection.
- Sending the listing to your mortgage professional in advance. If you are buying under your MAX a good mortgage professional can give you assurances and peace of mind as to whether or not you need the finance condition or not based on the specific home.
- By doing things in advance, you can put yourself in the best position possible to be the best offer on offer day for the HOLDING OFFERS listings.

SUBMIT OFFERS BASED ON SOLD DATA NOT LIST PRICE

- When determining what to offer analyze the data. What are similar properties selling for. What has sold in the last 7 days, 14 days are the ones that hold the most weight. Followed by things that sold when market was similar price range. We've had ups and downs in the market over the last 2 years so there are other points in time when the average sale prices for specific properties was similar.
- Go through the data with the Realtor. Why is this home worth X? Ask questions. Where is the Realtor getting the recommendations from. Remember, list price is not as important as everyone makes it out to be. A house that's worth \$600,000 in today's market (because the neighbour with the same house sold yesterday for 600,000) could be listed for 500,000 holding offers, or 650,000 or 700,000. Doesn't matter what it's listed for, you should pay around 600,000 in this scenario.

CASH ON HAND

- Deposit is due 24hrs after an accepted offer. So find out what the typical deposit is in your price range and make sure it's accessible to take out. You will need to be able to get a Bank Draft the day after an accepted agreement and give it to the seller's Realtor's brokerage.

KNOW YOUR NUMBERS

- Realtor.ca has a good calculator for CASH NEEDED. But also talk to your mortgage broker and have them break down how much cash you will need for down payment, Land Transfer Tax, Closing Costs, any tax on the mortgage insurance etc.

ACCEPTED FIRM DEAL

WHAT TO DO AFTER SALE

Meet / Connect with Your Real Estate Lawyer:

- Contact your real estate lawyer to begin the legal process of transferring ownership and closing the sale. They also work with your mortgage professional to transfer the funds to the seller's lawyer on closing.

Speak with Mortgage Professional:

- Send the firm Agreement of Purchase and Sale documents to your mortgage professional. Sign all mortgage documents required from mortgage professional

Review Your Finances with Financial Advisor and/or Mortgage Professional:

- Evaluate your financial situation. Know your numbers. How much money required on closing, where do you stand financially. Should you update your will etc. DON'T MAKE ANY large credit purchases, no new cars, or spending that changes your mortgage approval ratios. Talk to your accountant, let them know your purchase so they can advise as well.

Activate Utilities and Services:

- Contact utility companies, service providers, and local authorities to transfer services like water, electricity, gas etc. TV, Internet (*Note: tell them your moving day / last day at current home / first day at new home)

Notify Your Insurance Company:

- You need a home insurance provider. Tell them the closing date to arrange for the policy to be activated.

Complete a Change of Address:

- Update your address with Canada Post and notify relevant organizations, including banks, government agencies, subscriptions, and creditors. Arrange for mail forwarding to ensure you receive any mail sent to your old address.

Address Any Outstanding Obligations:

- Part of your mortgage approval might have obligations you must do before closing, like make sure your TD Visa is paid off etc.

Keep Records:

- Maintain records of all documents related to the purchase, including the purchase agreement, and legal paperwork.

Prepare for Your Move:

- If you're relocating, make moving arrangements, hire a moving company if necessary, and ensure a smooth transition to your new residence. Pro Tip: Most homes close late in the day (4pm-4:59pm) so you don't get the keys to your new home until everything is done. Don't book moving trucks for the morning of closing day, do the following day, the weekend, or at the very earliest after 5pm on closing day.

Final Walkthrough:

- This is the "Is the house still standing / not burned down" walkthrough. It's always a good idea to see the home one last time before closing to make sure everything is what you bought and the home is still standing.

Attend the Closing Meeting:

- Attend the closing meeting, often held at your lawyer's office, to sign the necessary paperwork for your purchase

Getting Keys and Access:

- Lawyer and realtor will work out how you will access the property upon after the funds have been sent on closing. Typically it's by getting the lockbox code to access the key.

Celebrate and Move in:

- Buying a home is a big deal! So take time to celebrate your NEW HOME!

CONTACT INFORMATION

WATERLOO REGION:

ENOVA - HYDRO/ELECTRICITY ----- 226-896-2200
ENBRIDGE - GAS ----- 519-885-7400
KITCHENER UTILITIES ----- 519-741-2450 / 519-741-2529

MAIL FORWARDING:

CANADA POST ----- 1-800-267-1177

COMMON RENTAL COMPANIES

RELIANCE ----- 1-866-735-4262
CULLIGAN ----- 519-744-2248

INTERNET / TV

ROGERS ----- 1-866-841-3705
BELL ----- 1-866-866-2355

CITIES FOR WATER / ZONING / GENERAL QUESTIONS

CITY OF WATERLOO----- 519-747-8785
CITY OF KITCHENER----- 519-741-2345
CITY OF CAMBRIDGE ----- 519-623-1340
WILMOT TOWNSHIP ----- 519-634-8444
NORTH DUMFRIES TOWNSHIP----- 519-632-8800
CITY OF GUELPH ----- 519-822-1260
STRATFORD ----- 519-271-0250
LONDON ----- 519-661-4540
WOODSTOCK ----- 519-539-1291

