

The background is a chalkboard with white chalk drawings. At the top, there's a diagram with a vertical line on the left, a horizontal line at the top, and a horizontal line on the right. An arrow points from the top-right corner down and left towards the center. There are two 'X' marks: one in the top right and one in the middle right. Below the title, a man in a white shirt is smiling. To his left, a large curved arrow points upwards and to the left, with a circle at its base. To his right, a hand holds a white chalk marker, with a circle and an arrow pointing upwards and to the right.

Scottie's **SELLERS'S PLAYBOOK**





CHOOSING A REALTOR

Your home is your biggest asset. There are many agents that can put a sign in the ground and put your home on MLS/Realtor.ca - Choose a Realtor who understands the Real Estate market AND who is an EXPERT MARKETER. To SELL for the highest amount of money possible on your home you need the most exposure to the highest number of potential buyers. This is done by MARKETING. The more people who know your home is for sale, the greater your opportunity to attract the buyer who's willing to pay the most for it.

CHOOSE **SCOTTIE HENDERSON**

- Active marketing, targeted advertising, marketing expert
- More views on listing videos than ANY realtor in the region (as far as I know) Look up the views on Social Platforms compared to others
- Professional staging, photos, floorplans, 360s and highest level video
- Data driven market analysis, continuous updates analysis and communication
- Expert negotiator
- All communication directly through Scottie, no assistants, no middle-people. One-on-one consistent communication, updates throughout the entire process. Helping you at each step to a successful sale

ACTIVE MARKETING

Any Realtor can put a sign in the ground, or put your home on MLS. The people who see your homes for sale through these means are finding your home for themselves through passive marketing. Active marketing means actively putting your home INFRONT OF PEOPLE, right in their face and on their screens. Not just hoping they find us while scouring MLS.

I do not spend my advertising budget on having my face on a bus, a park bench or a billboard that promotes me being a realtor. The marketing and advertising I spend is on YOUR LISTING. Using a fun and engaging listing video approach that gets views and shares. The marketing budget is spent getting people to see your home is for sale. Getting upwards of 100,000 people seeing that your home is FOR SALE and getting them excited to see it, and buy it! The exposure makes sure that everybody knows your home is FOR SALE and that the buyer willing to spend the most for your home is at the table.



[instagram.com/realtorscottieh](https://www.instagram.com/realtorscottieh)
[facebook.com/realtorscottieh](https://www.facebook.com/realtorscottieh)
www.scottieh.com



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.

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 ;)

I believe everyone's home deserves to be marketed to the highest level. Whether you have a \$300k condo or a \$3M mansion, I am going to market the home at the highest level to get you the most exposure getting you the buyer that's willing to pay the highest amount in the current market. Period.

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.



STEPS TO GETTING YOUR HOME SOLD

1. MARKET ANALYSIS - KNOW YOUR NUMBERS

2. WHETHER TO BUY OR SELL FIRST

3. GETTING YOUR HOME READY

4. STAGING CONSULTATION / STAGING

5. PRICING STRATEGY

6. PROFESSIONAL MARKETING

7. ACTIVE MARKETING

8. OFFERS/SALE

9. AFTER SALE



STEP 1

MARKET ANALYSIS

What kind of Market are we in? What's sold?
What are we competing against? What's the marketing plan and strategy?

STATE OF THE MARKET:

BALANCED MARKET: A balanced real estate market occurs when the supply of homes matches buyer demand, resulting in stable prices, reasonable time on the market, and equitable negotiating power for both parties. There is moderate competition, homes sell at a healthy rate, and there are favorable mortgage rates. Economic stability also contributes to its equilibrium. In a balanced market, buyers have choices without urgency, while sellers can expect fair prices without extended listing periods.

SELLER'S MARKET: A seller's market in real estate is characterized by a shortage of homes for sale compared to a high demand from buyers. In such a market, sellers have a distinct advantage, often leading to rising property prices, quick sales, and multiple offers on listings. Properties tend to sell swiftly, often above asking prices, as buyers compete for limited options. Sellers have more negotiating power and can set favorable terms. This market condition is typically driven by factors like low housing inventory, strong economic conditions, and low-interest rates, creating an environment where sellers can achieve favorable outcomes and maximize their returns.

BUYER'S MARKET: A buyer's market in real estate occurs when there is an excess of homes for sale compared to the number of active buyers. In this market, buyers hold a strong advantage, as sellers must compete for their attention. It often leads to more favorable terms for buyers, such as lower property prices, extended listing periods, and room for negotiation. Properties tend to linger on the market, and price reductions are common as sellers seek to attract buyers. Factors contributing to a buyer's market include high housing inventory, economic downturns, and rising interest rates, enabling buyers to be more selective and have increased bargaining power.

SALES COMPARABLES:

The properties that hold the most "Comparable" weight in determining current market value would be proximity, similarity and recency. In other words if your neighbour had the exact same house, same finishes, same yard and sold yesterday that would be the strongest comparable sale. For apartment condos, and condo townhouses the similarities in properties is easier to analyze. With detached homes, more analysis is required. If nothing has sold recently in your immediate area, we expand the comparable sales analysis to include areas that sell at similar price points and wider search.

COMPETITIVE ANALYSIS:

What are we competing against? What other options do buyers have in this price range? What pricing strategies are working based on the most recent sales activities in the direct neighbourhood and at our price point in the region as a whole.



STEP 2

BUY OR SELL FIRST

Use the analysis from Step 1 to determine which is the biggest challenge. The easy answer is - do what's harder first. Here are the advantages and disadvantages to both.

SELL FIRST:

ADVANTAGES: The biggest advantage is knowing EXACTLY how much money you have. Knowing what you sold for and exactly how much money you have to purchase your next home. In uncertain markets, this is the safest option financially. Because you are never in a position where "YOU HAVE TO SELL" at any price no matter what. In a market with higher inventory, or when there are some homes that don't seem to be selling, or selling for under other comparables, selling first has less of a financial risk. You can ask for a long closing (2-3 Months) so you have time to find your new home. If the market has been slowing month over month, you may buy in a lower market then selling in.

DISADVANTAGES: If only one house you like comes up every six months, it can be scary to sell first. There is the fear of not knowing where you will move to. Feeling like you might have to settle on whatever you purchase because you could feel rushed. If it's harder to buy then to sell. If the market is increasing in price month over month, buying in a higher market then selling in.

BUY FIRST:

ADVANTAGES: The biggest advantage is knowing EXACTLY where you are going to live. Having infinite amount of time to find the right home for you. If it's a strong seller's market and everything is getting 10 offers and competing, the piece of mind of knowing you secured somewhere to live before selling. If the market has been increasing month over month, you may buy in a lower market then selling in.

DISADVANTAGES: The biggest disadvantage is NOT knowing EXACTLY how much money you have. You've purchased your next home, so now you HAVE TO sell your current home, and the market determines the price. So if the market takes a downturn, more inventory hits the market, or there is a sudden interest rate increase you still need to sell your home despite these new unforeseen challenges. If the market is decreasing in price month over month, buying in a higher market then selling in.

NOTE Always know your financial position when deciding to move. Calculate the minimum selling price you need to cover your mortgage, expenses, commissions and desired profit and discuss with your financial advisors, mortgage professionals and Realtor.



STEP 3

GETTING YOUR HOME READY

Even before we bring in a Staging Consultant there's things you can do to prepare

Decluttering your home before selling is essential to create a clean and appealing space that can attract potential buyers. Here's a step-by-step guide on how to declutter effectively:

- 1. Set a Goal and Timeline:**
 - Determine clear goals and reasonable timeline for decluttering and selling your home.
- 2. Room-by-Room Approach:**
 - Tackle one room at a time to prevent feeling overwhelmed.
 - Begin with the most cluttered areas, such as the garage, basement, or attic.
- 3. Declutter Strategically:**
 - Start by disposing of items you no longer need or use. Donate, recycle, or discard them. Sort belongings into categories (e.g., keep, donate, sell, toss) to stay organized.
- 4. Reduce Personal Items:**
 - Minimize visible personal photos, collections, and overly personalized decor to help potential buyers visualize the space as their own.
- 5. Clear Countertops and Surfaces:**
 - In the kitchen and bathroom, clear countertops of appliances, toiletries, and personal items to create a clean and spacious look.
- 6. Organize Storage Spaces:**
 - Organize closets, cabinets, and storage areas. Remove excess items to showcase available space. Consider using storage bins or organizers to keep items neat.
- 7. Furniture Arrangement:**
 - Remove or rearrange furniture to create an open and inviting layout. Less furniture can make rooms appear larger.
- 8. Minimize Decor:**
 - Neutralize the decor by removing bold or unique items that might not appeal to all buyers.
 - Consider painting walls in neutral colors to create a fresh canvas.
- 9. Address Outdoor Areas:**
 - Declutter outdoor spaces like the yard, patio, porch and shed. Remove excessive furniture and personal items.
 - Enhance curb appeal by maintaining landscaping and adding potted plants for a welcoming look.
- 10. Deep Cleaning:**
 - Once decluttered, thoroughly clean the entire house, including carpets, windows, and fixtures.
- 11. Maintenance and Repairs:**
 - Address any minor repairs, like leaky faucets, loose handles, or cracked tiles, to ensure your home is in top condition.
- 12. Storage Solutions:**
 - If you have excess belongings, consider renting a storage unit to temporarily store items during the selling process.



STEP 4

STAGING CONSULT/STAGING

Staging Consultants help even homes that feel
SHOW READY already

The advantage of bringing in a stager is their unbiased eye. Sometimes we use all existing furniture and they give declutter ideas, and ways to utilize what's already in the space to showcase the home in its best light. In other cases, a Stager may suggest bringing in additional items, swapping things out or removing things.

Here are the TOP 6 reasons to stage a home to sell:

- **Improved First Impressions:** Staging helps create a positive and memorable first impression. A well-staged home welcomes buyers with an inviting atmosphere, making them more likely to form an emotional connection with the property.
- **Enhanced Visual Appeal:** Staging highlights your home's best features, such as spaciousness, architectural details, and natural light. This allows buyers to see the full potential of the space and envision how they can use it.
- **Optimized Space:** Staging optimizes the layout and flow of your home. Professional stagers can arrange furniture and decor to make rooms feel more spacious, functional, and aesthetically pleasing.
- **Neutralized Decor:** Staging often includes depersonalizing the space by removing personalized items and using neutral color schemes. This helps potential buyers imagine their own belongings in the home and minimizes distractions.
- **Maximized Online Marketing:** Well-staged homes look more appealing in online listings and marketing materials, which attracts a larger pool of potential buyers. High-quality photos and video of a staged property can generate more interest and showings.
- **Faster Sale and Potentially Higher Offers:** Staged homes tend to sell more quickly than non-staged ones. Additionally, buyers may be willing to pay a premium for a home that is move-in ready and beautifully presented, potentially leading to higher offers.

STEP 5

PRICING STRATEGY

The pricing strategy in your price range that is most effective right now

1. MULTIPLE OFFER STRATEGY (LISTING BELOW MARKET)

- **PURPOSE:** This strategy aims to create a competitive bidding scenario among potential buyers, ultimately driving up the final sale price above the initial listing price. It is typically employed in seller's markets with high demand. **List Price = Marketing Price**
- **KEY ELEMENTS:**
 - The property is listed below its perceived market value to generate interest and attract a larger pool of buyers.
 - A specific "offer day" is set in the future (usually within 5-10 days from list date) where interested buyers can submit their offers.
 - During this period, marketing efforts are intensified to drive showings and exposure, including professional photography, virtual tours, and aggressive **ACTIVE MARKETING** social media campaigns.
 - Buyers are encouraged to make their best offers, often leading to multiple competing bids.
 - The seller has the option to accept the most favorable offer or negotiate with potential buyers.
- **ADVANTAGES:**
 - Generates a sense of urgency and competition among buyers.
 - Can result in a final sale price that exceeds the initial listing price.
 - Often leads to a quicker sale as buyers are motivated to act promptly with fewer or no conditions.
- **CONSIDERATIONS:**
 - Risk of not receiving offers as high as expected, potentially leading to switching to the Current Market Value listing strategy
 - Requires careful timing and promotion to ensure a successful offer day.

2. OFFER ANYTIME STRATEGY (LISTING CURRENT MARKET-VALUE STRATEGY)

- **PURPOSE:** This strategy involves pricing the home at its current market value based on recent sales data. It is typically used in more stable or balanced markets where supply and demand are relatively equal.
- **KEY ELEMENTS:**
 - The property is listed at a price that reflects its fair market value.
 - Offers are accepted at any time, without a set offer day. Buyers are encouraged to submit offers whenever they are ready.
 - Marketing efforts still play a crucial role in attracting potential buyers, with a focus on presenting the property at its best with professional marketing and **ACTIVE MARKETING**.
- **ADVANTAGES:**
 - Provides a more predictable and straightforward sales process.
 - Attracts serious buyers who are not pressured by a looming offer deadline.
 - The property may still receive multiple offers if demand is strong, but it's not reliant on a bidding war.
- **CONSIDERATION:**
 - The final sale price is generally expected to be close to the listing price, which may or may not result in higher offers.
 - The time on market can be longer compared to the multiple offers strategy. No sense of urgency. And longer time on market can make people offer less, want a better deal, and want to include more conditions in the offer.

STEP 6 PROFESSIONAL MARKETING



***VIRTUAL TOURS**

***FLOOR PLANS**

***STAGING**

***STANDOUT LISTING
VIDEO**



Everybody's brain and thought process are different. Some people can look at photos and easily imagine the space. Some people need a top down floor plan to understand the layout. Others need to be able to move through the home with a virtual tour. Some people only watch videos online. Staging and making the home as show ready as possible makes the home "look its best." The reason why I do all the different styles of marketing listed above is to engage and excite every type of person/brain type. Potential buyers can watch and share the listing video, they can use the virtual tour to walk through the home, they can print out the floor plans and use graph paper to put pretend furniture in the space to plan it out. We market to EVERYONE and every brain type!

STEP 7 ACTIVE MARKETING

ACTIVE MARKETING: A proactive approach of targeted marketing, puts your listing in front of potential buyers. I create engaging Real Estate videos that people actually watch, share and save to get more attention to your listing. This gets 50,000-100,000+ people seeing your home is for sale. It increases the number of people looking at your listing on Realtor.ca and generates more buzz and excitement around your listing. More eyes, more buyers, more showings translates to better offers. I still do all the traditional passive marketing as well. Sign in the ground (50 neighbours know your homes for sale), Realtor.ca (average listings on there get 300-1000 views) What are the chances the buyer who would pay the most for your house drives by your house, or stumbles upon your home on Realtor.ca? Why not improve your chances with the addition of targeted advertising, targeted to people searching anything related to real estate, mortgages, moving etc.

Most Realtors rely on the passive marketing strategies to sell homes. With passive marketing the only way to increase exposure on your home is to reduce the price. So if you aren't getting showings, or you aren't getting offers the only option is a price reduction. With my marketing approach we have options, we can increase marketing spend, and do additional ads because we control the exposure, before making that decision.

My listings are advertised through Facebook ads, and Instagram ads. I do multiple ads on both platforms. So for these examples this is just 1 ad on one platform. So there are additional ads on top of these for each listing. This is the kind of extra exposure you get when listing a home with me. This is on top of Staging, professional photos, 360s, virtual tours, floor plans and other professional marketing.

The collage displays several social media posts and ads with the following engagement metrics circled in pink:

- Post 1 (4 Lyle Place, Guelph, On): 224 likes, 85 comments, 20 shares, 77.9K views, 51850 plays, 172 likes, 22 comments, 284 shares.
- Post 2 (24 Lorraine Drive, Linwood, ON): 135 likes, 55 comments, 4 shares, 64.6K views.
- Post 3 (136 Stanley Ave, Kitchener): 97046 plays, 265 likes, 46 comments, 372 shares, 19 saves.
- Post 4 (26 Gruhn Street, Kitchener): 42 comments, 14 shares, 68.4K views.
- Post 5 (LIVES A DREAM HOME MD LIKE TO SHARE): 117 comments, 28 shares, 113K views, 530 shares.

These are potential buyers watching and sharing your home to people they think would be interested!



STEP 8

OFFERS / SALE

1. **MULTIPLE OFFER STRATEGY (LISTING BELOW MARKET)**

- List the property below market value to drive lots of showings
- Have an offer day 5-10 days after the property is listed
- Decide whether we will deal with pre-emptive (bully) offers (which means offer before offer date)
- Communicate to all Realtors all details for offer day
- Tell all Realtors the number of offers
- Reach out to everyone who has seen the property
- Tell everyone they must submit their best and final offer
- Take the highest or best offer based on your goals
- If it's a firm offer - get deposit within 24hrs
- SOLD

2. **OFFER ANYTIME STRATEGY (LISTING CURRENT MARKET-VALUE STRATEGY)**

- Look at most recent comparable sales
- Average day on market between 15-30 days (longer for higher price points)
- Offers tend to be negotiated
- Offers tend to have conditions unless competing
- Offer comes in, we typically counter with a sign back, and negotiations begin
- Once offer is accepted, buyer typically needs to get financing approval, potentially has a home inspection condition as well.
- If everything goes well, buyer waives conditions, deal becomes firm, they give deposit within 24hrs and home is SOLD
- If home inspection has unexpected issues, buyer may ask to renegotiate price, or ask for specific things to be dealt with. Seller can decide whether to negotiate these requests or not

STEP 9

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. Provide all home related documents, mortgage information, the sale of the home documents etc.

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 and consider how the proceeds from the sale will be used, whether for a new home purchase, investment, or other financial goals.

Cancel Utilities and Services:

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

Notify Your Insurance Company:

- Inform your home insurance provider that the property has been sold and the closing date to arrange for the policy to be canceled or transferred.

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:

- Pay any outstanding bills, property taxes, or fees related to the property before the closing date.

Keep Records:

- Maintain records of all documents related to the sale, including the purchase agreement, receipts for repairs or improvements, and legal paperwork.

Consult with a Tax Professional:

- Speak with a tax professional to understand if any tax implications of the sale may affect your tax returns.

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.

Attend the Closing Meeting:

- Attend the closing meeting, often held at your lawyer's office, to sign the necessary paperwork and transfer ownership to the buyer.

Hand Over Keys and Access:

- Lawyer and realtor will work out how the buyer will access the property upon you receiving the funds on closing. Leave all additional keys in the home, and typically only 1 key remains, which is left in a lockbox for closing.

Receive Sale Proceeds:

- Once the transaction is complete, your lawyer will handle the disbursement of funds. You will receive the net proceeds from the sale.

Celebrate and Relax:

- Selling a home is a big deal! So take time to celebrate your successful sale!