

**BEFORE YOU
SELL**



OUR HOME SELLING
difference
A PRE-LISTING GUIDE



DA.

If you're thinking of selling your home, I have no doubt that you have a lot of questions that need answering.

What's my home worth? Why do I need an agent? Can I sell my property myself? How do I attract the most buyers to my property? And of course the big question: How do I get the most for my home?

This resource will help guide you and hopefully answer most of your questions and if not, you also have me to ask.

Selling your home can be a stressful journey, that's why choosing your agent is so important. The more informed you are about what to do and what to expect along the way, the more successful your home sale and experience will be.

Ideally, you want your journey to end with your home selling quick and for the best possible price.

This guide will help you get there. I am here to help you with every aspect during the selling process and with anything else you might need help with. Let our journey begin!

Sincerely,

A handwritten signature in white ink that reads "Dawson Alexander". The script is fluid and cursive, with the first letters of "Dawson" and "Alexander" being capitalized and prominent.

Dawson Alexander

Real Estate Agent

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real

Get To KNOW *Your* AGENT



I have always had a certain obsession revolving around real estate and all of the benefits and opportunities that came with it. My family had purchased and built tons of real estate in and around Brandon, Manitoba such as hotels, condo buildings, apartment buildings and even a lumber yard. All of these properties my family owned, created wealth that supported generation from generation with retirement and some financial freedom.

All I want to do is help others achieve whatever goals they have in life and have one of those goals being to make the biggest purchase in life which is owning real estate, whether it be for wealth or for family.

Since I was little, all I can remember is wanting to do something that helped people. I went from wanting to be a doctor, to a lawyer, to a teacher, and even a firefighter but after applying to fire college and it not going in my favour, I took on my dream job as a real estate agent.

Before I got into real estate, I worked for a couple of construction companies doing roofing, renovations, demos, new home builds, honestly you name it and I have probably done it. I also ran my own detailing company for quite a few years and really started learning the ropes of starting your own business and being your own boss.

Outside of my career, I am a very active person and I love going to the gym, watching hockey, going on adventures, snowboarding, going out to restaurants, hanging around with my dog and spending time with the people close to my heart.

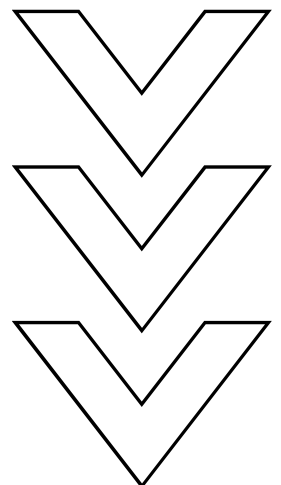
WHAT MAKES ME DIFFERENT FROM ALL THE OTHER AGENTS?

OTHER AGENTS CANNOT COMPETE WITH MY MARKETING AND EXPOSURE AND THATS A FACT..

YOU MIGHT RECOGNIZE MY FACE FROM SOCIAL MEDIA BUT YOU MIGHT NOT. I SAY THIS BECAUSE I SPECIALIZE IN DOING VIDEO HOME TOURS FOR SOCIAL MEDIA NOT ONLY IN MANITOBA, BUT ACROSS CANADA AND THE US. I HAVE GROWN A LARGE AND COMMITTED SOCIAL MEDIA AUDIENCE THROUGH ORGANIC ENGAGEMENT WITH VIDEO TOURS. I NOW REACH ANYWHERE BETWEEN 500,000 TO 1 MILLION VIEWERS A MONTH THROUGH ALL OF MY SOCIAL MEDIA PAGES BECAUSE PEOPLE COME TO SEE THE HOUSES I AM SHOWING THEM. TO BE ABLE TO DO WHAT I DO TAKES ALOT OF TIME, DEDICATION AND HARD WORK THAT THE NEXT PERSON ISN'T WILLING TO DO.

ANYBODY THAT HAS A LICENSE CAN PUT YOUR HOME ON THE MLS BUT IT'S WHAT THAT INDIVIDUAL DOES BESIDES THAT TO PROMOTE AND GET AS MANY EYES ON YOUR HOME AS POSSIBLE. AND NO, FACEBOOK ADS/PAID ADS ISN'T GOING TO CUT IT.. I HAVE HAD MULTIPLE OCCASIONS WHERE SOMEONE HAS SEEN A HOME THROUGH ONE OF MY VIDEO TOURS THAT ENDED UP PURCHASING. MARKETING IS THE MOST IMPORTANT PART WHEN IT COMES TO LISTING YOUR HOME BECAUSE THE MORE EYES YOU CAN GET ON THE PROPERTY THE MORE INTEREST AND MONEY YOU WILL GET.

THE PROOF IS IN MY ANALYTICS.



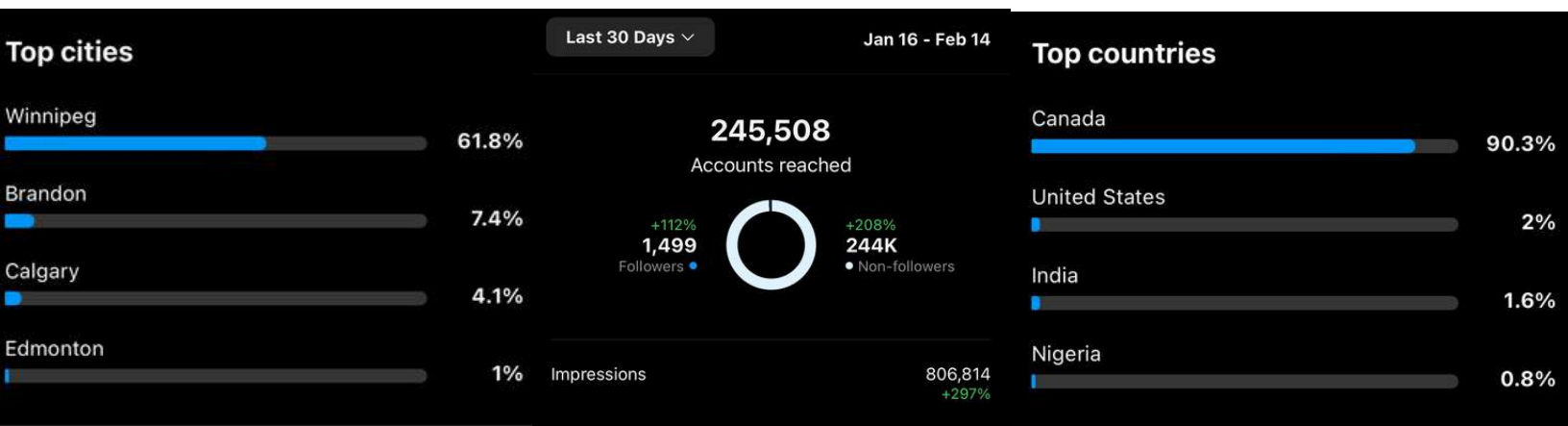
OVER 15,000 FOLLOWERS



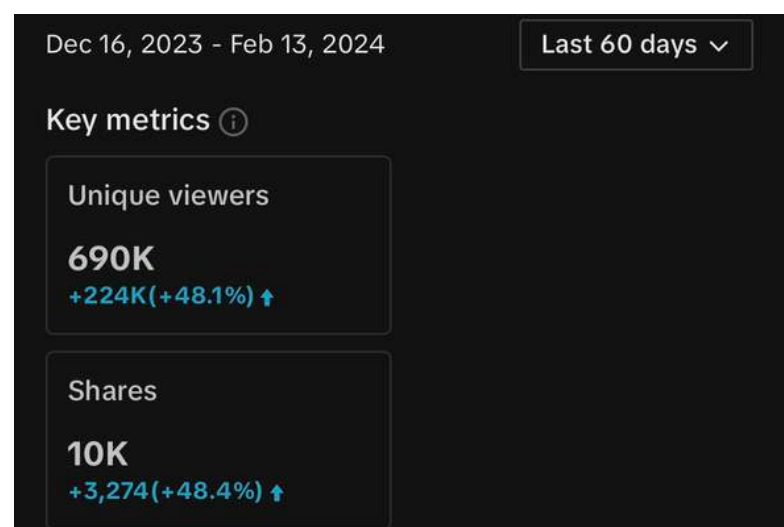
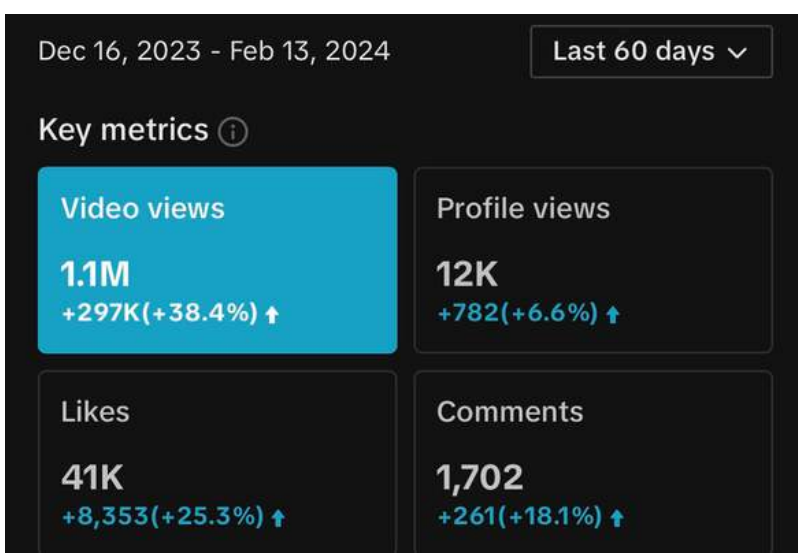
YOUR HOME IS WHAT PEOPLE COME TO SEE

MY SOCIAL MEDIA VIEWS ON A 30-60 DAY AVERAGE

INSTAGRAM



TIK TOK



MY MISSION STATEMENT

I am a young and hungry go-getter that excels at social media marketing to prospect my clients properties and by staying on top of the technology/online trends so that I can bring my clients property the most attraction.

You don't just get me, I am partnered up with some of the most experienced and top producing agents in our brokerage that are at my disposal whenever needed.

My main focus is to build long lasting relationships with my clients. I do not care what you buy, I care about finding the best possible home for you. You comes first, not a paycheck. I truly believe that working with "all heart" can change the world.

My goal is to create the best result and experience for my clients and to make a difference in peoples lives even if its small through building long lasting relationships and being there to solve any and all life problems that come your way.

I want to change and leave my mark on the industry in a big way by making it known that relationships come first. We are all human, not transactions.

Dawson Alexander Real Estate



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CHOOSING THE BEST AGENT FOR YOU

2

PRICING SMART

3

PREPARING YOUR HOME TO WOW

4

REVIEWING OFFERS

5

NEGOTIATING EXPERTISE

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CLOSING THE SALE

Step 1

Choosing the Best Agent for you

Most people use real estate sales professionals because we have all of the tools, knowledge and skills to sell your home quickly and for top dollar all while making the entire process seamless and as stress free as possible.

IMPORTANT REASONS WHY YOU SHOULD HIRE A REAL ESTATE AGENT:

1. PRICE IS EVERYTHING

The biggest factor in determining how quickly your home sells is the price. The price is the first thing that anybody sees before the pictures. If overpriced, it will push potential buyers minds to dislike the house and to look elsewhere. It takes market expertise, experience, and skill as even 1% more for your home can mean thousands to your bottom line.

2. SAFE SHOWINGS

When having people inside your home that you don't know, its important to have a professional that has qualified, serious buyers as well as any protocol's to ensure safety for our sellers and their belongings and any buyers/visiting agents.

3. THE PAPER WORK IS DAUNTING

If you think doing your own taxes is a challenge, try navigating the paperwork for a real estate transaction. A great agent will dot the i's, cross the t's and ensure no deadlines are missed and make sure everything is organized and done in a timely manner and all of your interest's are protected.

4. MARKETING IS KEY

Agents that excel at selling homes fast and for a great price have marketing strategies and if the realtor you want to use doesn't or isn't on social media much, you should be using someone who can. Marketing your home and making sure it gets in front of the most amount of faces is crucial. Social media and technology are our biggest advantage when it comes to marketing and prospecting because it's the fastest environment to reach as many people as possible in short amounts of time.

5. NEGOTIATE, NEGOTIATE

Negotiating is not just presenting offers and seeing what happens, it requires impeccable communication skills, finesse and fearlessness to achieve your best result no matter what.

This requires a professional.

Consider this, if you're contemplating going "FSBO" (for sale by owner) when listing your home, of course you want to get as much for their home as possible and you might think that means not parting with extra commissions. But a 2017 study indicated that FSBOs sold for 30% less on there homes than agent-listed properties.

WHAT I HAVE TO OFFER BEING YOUR AGENT OF CHOICE.

Innovative Marketing Plans

A huge bonus for me being a younger professional, I am up to date with all the latest trends that get thrown around on social media and all the best new ways to get the highest exposure through marketing. I have a very strong presence on all social media platforms which means I have a large sphere always engaged on my accounts.

Professional Marketing Materials

I specialize in home video tours and marketing as I have taken special courses for these areas and am always trying to learn more to advance my skills. Your home will only receive the best professionally-designed marketing materials for web and print, including but not limited to:

- Feature sheets
- Web tours
- Drone video
- Social media posts/advertising
- Photographpy
- Videographer
- Video house tours
- And more

Local & Global Exposure

The one thing I will always do for my clients is to go above and beyond to get the job done and blow expectations out of the water. To do so and to make sure your property gets the max amount of exposure possible, I will be using the following platforms:

- Open houses
- Private showings
- Website features (personal & brokerage)
- Social media advertising (all platforms possible)
- Listing on the MLS
- Listing on realtor.ca
- Having everyone in my sphere to share my ads/posts of the property
- Posting on all sales groups/websites

Go Above & Beyond

A huge factor I have to give to my clients is TIME. Most established agents don't have lots of time anymore and you likely have to wait a while to hear back from them or you talk with a third party (an assistant) that communicates back and forth. You need an agent who is available within minutes of when you need them and to be made a priority.

Do you ever have agents that come to your house and invite you to open houses or go out of their way to communicate with you/advertise the property they are selling? Yes a lot of people say door knocking and cold calling are "old school" but it's what I am willing to do to get people interested in my sellers home and to bring more exposure to it.



Step 2

Pricing Smart

First things first, it is very important that you understand that only the market can determine the ultimate value of your home and what a buyer is willing to pay. That being said, choosing the optimal list price is essential to ensuring you get top dollar for your home!

Depending on what the current market conditions are like, if you price too low, you risk not getting the best possible dollar for your home. If you price too high, you risk losing buyers that could potentially love your home but push them away with overpricing. Not to mention overpricing only helps competitive homes in the area sell faster and that isn't what we want.

Your home is an emotional asset which means it's hard to see it objectively as a "product" for sale. So, finding the optimal price is an art that great agents spend most of their career trying to master. However, in reality, it's mainly a numbers game and finding the correct answer to the equation. That equation factors in market value, area/neighbourhood, research of the similar homes for sale and that have sold, street smarts and upgrades done to the home.

Pricing your home from the start will result in the highest exposure and the most showings. Depending on how much activity the home is getting from the start (showings, offers, etc.) will either tell us the price is good or bad.



Step 3

Preparing Your Home to **Wow**

Once we have set the price, your next step in your journey to getting it listed is to start preparing your home to wow the buyers from the moment they drive up.

This is a lot more important than you might think. As a Realtor®, I find that a lot of people find it hard to visualize the potential of a home before seeing it. Having your home set up in a liveable state will help potential buyers visualize the way they see themselves living in it.

If noticeable, buyers can't see past the chips, leaks, clutter and stains. However, you can do your part to drastically improve how your home shows with a few quick fixes that I would even be willing to help out with as I go above and beyond for my clients.

THE 3 R'S TO GETTING YOUR HOME SHOW READY

1. REMOVE

Get rid of as much clutter as possible. Give it away, sell it at a garage sale, put it in storage, just get it out of the house. You want your home to look spacious and tidy.

2. REPAIR

Chipped paint, holes, cracked tiles, squeaky door hinges, loose door handles, leaky faucets. Fix everything you can. If you need any help, reach out to a contractor or I can help with both.

3. RENEW

Make sure you clean, clean and also clean again. It's so important that the home is guest ready. Organize/stage each room so that it looks like a showcase. A fresh coat of paint can really go a long way to improving the look as well.

**HOMES THAT ARE
STAGED AND CLEANED
UP SELL 49% FASTER
AND FOR 7-11% MORE!**

Step 4

Reviewing Offers

Once all the offers have been made, it's time to sit down and review the best possible options. Throughout this offer process, you might hear some terms that you aren't familiar with.

Here is a quick and easy overview of some of the common terminology. Don't worry, when it comes to presenting time, I will obviously make sure you understand everything that I am talking about.



- 1 FIRM OFFER**
An offer made without any conditions.
- 2 CONDITIONAL OFFER**
An offer containing conditions that must be met before the sale is final. Typical conditions include a home inspection or approval on financing.
- 3 BULLY OFFER**
An offer that expires before the date and time set by the seller and agent for offer presentations.
- 4 MULTIPLE OFFER SCENARIO**
When two or more offers are presented to the seller. This is where you can go into a competing offer situation and get way over list price.
- 5 COUNTER OFFER**
An offer presented back to the buyer that is a revised version of their initial offer that they sent us. This can include adjusted price, conditions, or closing date.
- 6 INCLUSIONS & EXCLUSIONS**
Items in the home that are included or excluded from the sale. These typically include light fixtures, appliances, or decorative items.

Get a head start

In preparation of selling, here are a few items that you can begin gathering now.

For homeowners

- ☐ A copy of your house key(s)
- ☐ Floor plans
- ☐ Property Survey
- ☐ Title insurance policy
- ☐ Latest home appraisal
- ☐ A list of items you want to exclude from the sale
- ☐ Receipts and warranties for any home upgrades/renovations
- ☐ Rental agreements (only if you have tenants)
- ☐ Latest utility bills
- ☐ Latest tax bill

For condo owners

- ☐ Maintenance fees
- ☐ Building pass key
- ☐ Status certificate
- ☐ List of building by-laws and restrictions
- ☐ Parking spot and locker numbers
- ☐ Rental agreements (only if you have tenants)
- ☐ Latest utility bills
- ☐ Latest tax bill

Notes



Step 5

Negotiating Expertise

When an offer comes in or perhaps multiple offers, this is where negotiating expertise counts to ensure you achieve the highest price and best terms. Depending of course on the market conditions, chances are an offer will be higher or lower than the asking price. Don't be concerned or offended, it's normal. In fact, the best way to think about an offer is as a starting point to a conversation with a buyer, there is always some negotiating that can be done to work in your favour.

THINGS TO KEEP IN MIND WHEN NEGOTIATING:

COUNTER-OFFERS ARE NORMAL

Expect some back and forth. They offer, we counter and eventually come to an agreement that benefits both parties.

PRICE ISN'T THE ONLY THING

You can negotiate on price, offer conditions, or even assets included. Don't get stuck on one thing.



Step 6

Closing the Sale

As your agent, I will act as your liason between key stakeholders throughout the closing process. This includes the buyer, buyer's agent, real estate lawyer, and any other involved parties.

Once all paperwork has been completed, your agent can help you organize and coordinate your move, if desired. The keys to your home will be exchanged on closing day and your sale will be complete!

THE COST OF SELLING YOUR HOME

There are several costs that comes with selling your home, the exact price will vary for each service.

LEGAL FEES

These include real estate lawyer fees, which will vary depending on the legal firm you decide to choose.

HOME INSPECTION

We recommend sellers receive a pre-listing home inspection to identify any issues with the home. The less surprises the better.

STATUS CERTIFICATE

Needed for condos only. The status certificate is a set of documents that describe the legal and financial detail of the condo board.

RENOVATIONS & STAGING

To gain top dollar for your homes, renovations or staging services may be recommended.

MOVING COSTS

Will you be hiring a moving company to help you with your move? Will you be renting a moving truck? Consider these additional post-sale costs.

CLOSING COSTS

These can include Land Transfer Tax, Title Insurance and more.

MORGAGE DISCHARGE FEES

Your mortgage provider may require a discharge fee.

AGENT COMMISSION

Will be outlined in the listing agreement between you and your agent.

Tips for preparing your home

Work through our checklist here to make sure your home is prepared for the market:

Declutter

- ☐ Donate or sell unwanted items
- ☐ Discard broken or unusable items
- ☐ Rent a storage unit if needed
- ☐ Organize closets
- ☐ Remove extra pillows and blankets from chairs and couches
- ☐ Organize bookshelves and any cluttered areas
- ☐ Put away any pet toys and children's toys

Depersonalize

- ☐ Pack away family photos
- ☐ Pack away knifes-knacks
- ☐ Pack away collectibles
- ☐ Paint bold wall colours a neutral colour
- ☐ Remove magnets and postings from the fridge
- ☐ Remove valuables, such as jewelry and store off-site in a safe place

Curb Appeal

- ☐ Clear the walkways of debris
- ☐ Mow the lawn/shovel the snow
- ☐ Clean the windows
- ☐ Clean out the gutters
- ☐ Freshen up the paint on the front door and the garage door/any exterior paint.

Minor Repairs

- ☐ Fix dripping faucets
- ☐ Fix or replace broken doors and locks
- ☐ Fill, sand, and paint any holes in the walls
- ☐ Re-caulk old tile in bathrooms and kitchens
- ☐ Fix or replace broken windows

Post-Sale Reminders

Here is a helpful checklist you can use to get ready for closing day.

- ☐ Arrange to have utilities disconnected on closing day
- ☐ Arrange to discontinue internet and cable services
- ☐ File change of address notice at the post office
- ☐ Change shipping address for subscriptions and delivery services
- ☐ Confirm moving and delivery dates with movers
- ☐ Pack an essentials box for everything you will need on moving day
- ☐ Leave all house keys, remotes, mail keys, etc. for new owners
- ☐ Leave all manuals, receipts, and warranty information for new owners
- ☐ Turn off all light switches
- ☐ Cancel your homeowner's insurance policy once the Title has been transferred

Notes
