

SELLERS GUIDE

YOUR GUIDE TO SELLING YOUR HOME



MURACA
GROUP

INTRODUCTION



Selling a home is often a stressful process. However, if you know what to expect, you can avoid many common mistakes and ensure the process flows as smoothly as possible.

In this guide, we'll cover what to consider when selling your home, including all of the steps and how we can get you the best price for your largest asset!

Peter Muraca

FOUNDER & TEAM LEADER



WHY US?

TOP 1%
HAMILTON-
BURLINGTON

400M 99.2%

TOTAL SALES
VOLUME

LIST TO SALE RATIO

80-100 3 Yr

HOMES SOLD
ANNUALLY

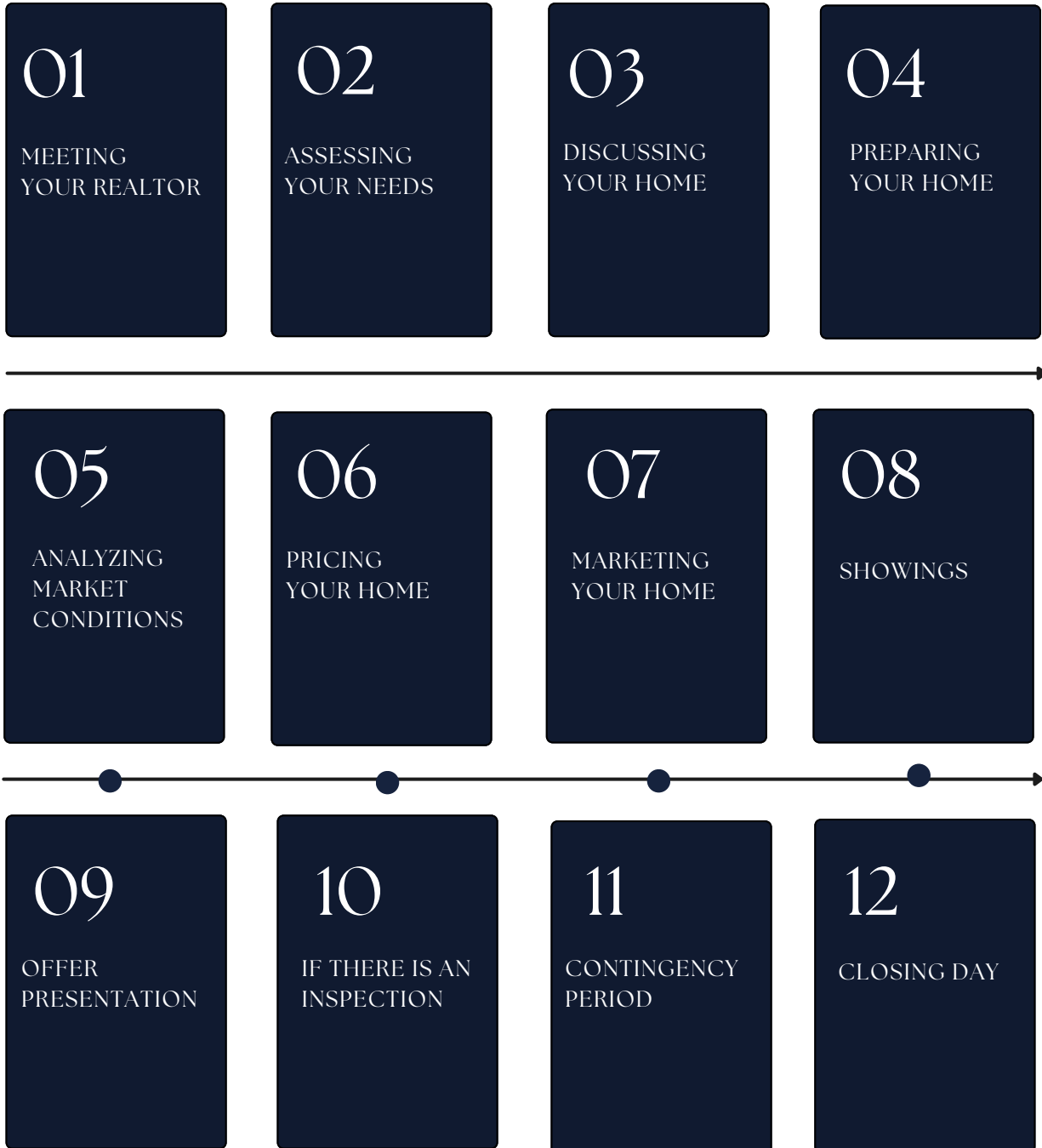
ICON AGENT

When it comes to buying or selling a property, having a real estate team is a game changer. Not only will they always be able to take calls and show your property, they will also bring a wealth of experience and expertise to the table.

When it comes time to take your largest asset to market, it is vital to have a valued perspective to build your specific marketing plan. As a team, we build a plan just for your home. Each listing is vetted through our team, which ensures we do not have any holes in our marketing.

While we personalize our marketing approach, we also systematize our entire process and paperwork to ensure you always know what is coming next and we stay on the same page.

SELLERS ROAD MAP



Step 01 CHOOSING THE RIGHT AGENT

When choosing the right agent to sell your property, it's crucial to consider several factors to ensure a smooth and successful transaction. First and foremost, look for an agent with a solid track record of sales in your area. We are the top 1% for a reason. Experience matters, as it demonstrates knowledge of the local market dynamics and the ability to navigate its intricacies effectively.

Additionally, seek out an agent who is proactive and communicative. Selling a property can be a complex process, and you'll want an agent who keeps you informed every step of the way and is readily available to address any concerns or questions you may have. Furthermore, consider an agent's marketing strategy. A strong online presence, professional photography/video, and effective promotion techniques can significantly impact the visibility of your property and attract potential buyers.

Lastly, don't overlook the importance of rapport and trust. Selling a home is a personal endeavour. You'll want to work with an agent who understands your needs and who you feel comfortable collaborating with throughout the selling process. By carefully evaluating these factors, you can choose the right agent who will not only help you achieve your selling goals but also make the experience as stress-free and rewarding as possible.



Step 02

ASSESSING YOUR NEEDS

Understanding your requirements is crucial for us to provide optimal assistance, navigate you through the home sale process, and establish achievable expectations. We will delve into:

- Motivation for Selling
- Financial Goals & Expectations
- Property Condition
- Flexibility
- Communication Preferences
- Moving Timeline
- Privacy and Confidentiality

"It is important to understand your needs so we know how to better assist you, guide you through the sale of your home, and help set realistic expectations."



Step 03

DISCUSSING YOUR HOME

In a neighbourhood of similar homes, why is one worth more than another? That's the question that's teased buyers and sellers for ages, but the answer is simple.

EVERY HOME IS DIFFERENT

When a home is sold, a buyer and seller determine the value of that home with the sale price. That price then becomes a benchmark for other similar homes.

OTHER FACTORS INCLUDE:

LOCATION

The closer a home is to jobs, parks, transportation, schools and community services - the more desirable it is.

SIZE

Square footage and lot size impact value.

NUMBER OF BEDROOMS AND BATHS

Additional bedrooms and bathrooms raise the value of a home compared to similar homes that do not have those additional amenities.

FEATURES AND FINISHES

Features such as outdoor kitchens and spa baths make a home more luxurious. A home finished with hardwood floors and granite countertops may sell for more than a home with carpet and laminate countertops.

CONDITION

The closer a home is to new construction, the more it will retain its value. It's perceived as more modern, up to date, and perhaps safer. Homes that are not updated or in poor repair sell for less as purchasers factor in the cost of updating and eventually replacing particular components.

CURB APPEAL

Fresh landscaping and flowers won't change the size or location, but they certainly add charm. When two homes are identical in the same neighbourhood, a higher price may come down to something as simple as views, paint colours, or the overall taste of the homeowner.



Step 04 PREPARING YOUR HOME

Cleaning and preparing your home can increase its value by 3-5%.

When showcasing your home to potential buyers, initial impressions are vital. It's crucial to highlight your home's best features and attract the attention of buyers in your current market. Here's how:

Exterior:

- Repair or replace damaged or worn items
- Apply fresh paint or pressure wash surfaces
- Ensure the doorbell functions properly
- Clean and/or paint the front door
- Clean gutters and downspouts
- Enhance curb appeal with a well-maintained lawn, new landscaping and colourful accents like a wreath on the front door.

Interior:

- Apply fresh paint
- Install new or refinished flooring
- Install new carpets or have existing ones professionally cleaned
- Service all appliances
- Wipe down or replace light switches
- Upgrade light fixtures
- Patch holes in walls from previous decorations
- Clean windows, windowsills, and window treatments
- Repair or replace cracked molding or floor tiles, leaking faucets and toilets, loose doorknobs and squeaky door hinges

These enhancements will capture the attention of potential buyers and increase the likelihood of them becoming proud new homeowners.



Step 05

MARKET CONDITIONS COMPARATIVE MARKET ANALYSIS (CMA)



We, as real estate professionals, will craft a Comparative Market Analysis (CMA) to assist in determining a listing price. The CMA encompasses recently sold homes and properties currently on the market in the seller's neighbourhood, closely resembling the seller's home in appearance, features, and overall price range (commonly referred to as "comps"). Buyer agents can also utilize CMAs when presenting offers on a property, but this is never clear cut.

COMPARATIVE PROPERTIES YOU SHOULD INCORPORATE INTO YOUR CMA INCLUDE:

The comparative analysis will consider properties that have been sold, expired, are pending sale, or have been listed anywhere within the last 6 months. This time frame depends upon the amount and type of comparisons available. Specifically, it will focus on homes with:

- Matching numbers of bedrooms and bathrooms.
- An approximation in square feet in comparison to your home.
- Located within the same or similar neighbourhoods.
- Potentially situated within comparable school zones.
- Similar lot sizes and zonings.
- Comparable features and characteristics.
- Comparable age.

Step 06 PRICING YOUR HOME

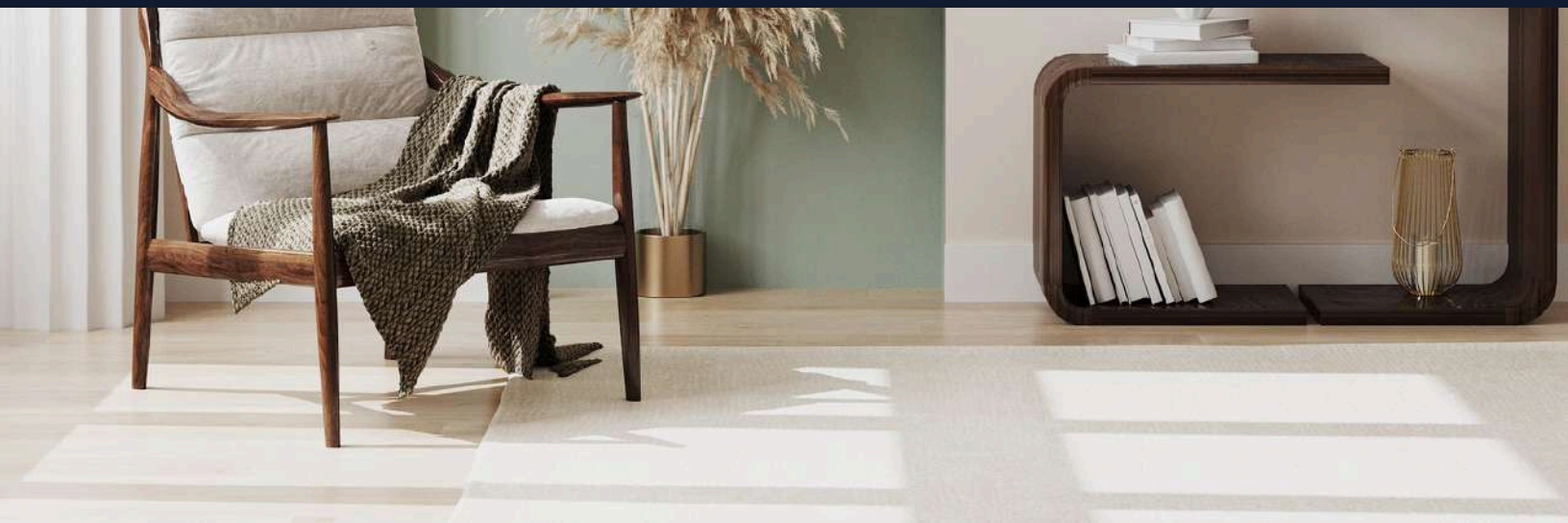
UNDERSTANDING PRICING STRATEGY

BENEFITS OF PROPER PRICING

- You are more likely to receive an offer on your home if priced accurately.
- Buyers search within \$50,000.00 increments, so knowing when to price decrease is very crucial.
- Exposure: Buyer inquiry calls are more readily converted into showing appointments when the price is not a deterrent.
- Higher offers: When a property is priced correctly, buyers are less likely to make a low offer in fear of losing out on a great home for a great value.
- Right pricing boosts seller earnings: A well-priced property sells faster and at a higher price, increasing your net profit with lower carrying costs.

DANGERS OF OVERPRICING

- Reduces Activity: Agents will inform their clients if comps support the price being too high, and your property may be used as a “what not to do” comparison if sitting too long.
- Lower Advertising Response: Buyer excitement will be with other properties that offer better value.
- Loss of Interested Buyers: The property will seem inferior in amenities compared to other properties in the same price range that are correctly priced.
- Helps the Competition: The high price will make other properties look like better deals.
- Lower Net Proceeds: Most of the time, an overpriced property will eventually sell for less than its value if it had been properly priced. The longer a house sits, the more a buyer expects a deal.



Step 07

MARKETING YOUR HOME

Introduce Your Home

- Enter property details in MLS
- Pre-Market to Agent's within the company
- Coming Soon status in the MLS

Preparing for Marketing Launch

- Make any necessary Repairs and Stage the home
- Professional photography/video session
- Property brochure with property notes for showings
- Detailed home description established

Marketing to the Public

- Yard Sign
- Print Advertising
- Online Advertising
- Social Media Advertising
- Facebook/Instagram Paid Ads
- Virtual Tour and video created then posted on all real estate portal websites
- Facebook/Instagram Open House ad
- Scheduled open house events
- Cross Board Posting (TORONTO EXPOSURE)
- Mailers
- Landing Page
- Email Marketing

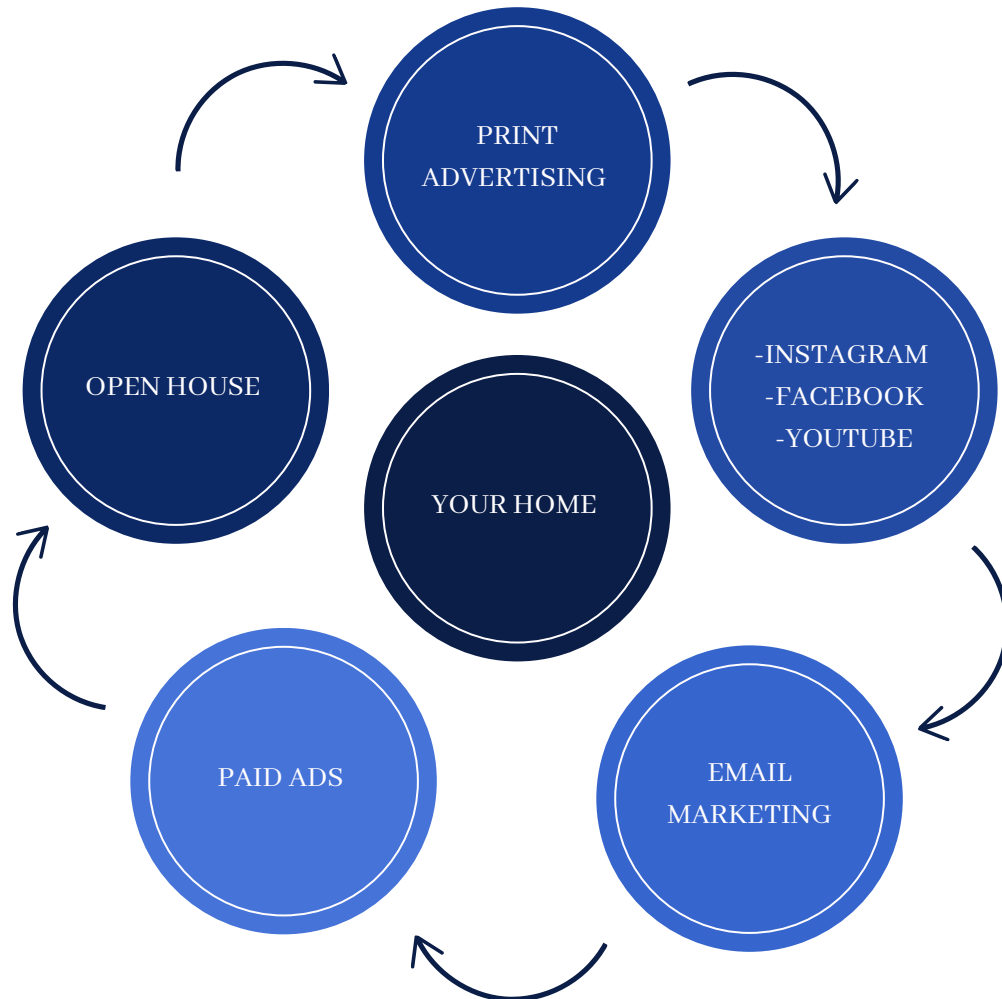
Exposure

REAL ESTATE WEBSITES

- MLS
- Realtor.ca
- House Sigma
- Zillow
- Point2homes
- Instagram & Facebook



THE 7-11-4 RULE



Studies show that in order for consumers to make a buying decision, they need to spend 7 hours of time, with 11 touch points, from at least 4 different platforms to feel comfortable pulling the trigger.

Perhaps 7 hours sounds like a lot, but buying a home is often one of the biggest decisions consumers will make in a lifetime.

Our goal is to make that as easy as possible!

Overview of an Effective Marketing Plan



With our proven track record and commitment to delivering exceptional results, you can rest assured that you're in good hands. We believe in going above and beyond to ensure that our clients are satisfied with every aspect of their home sale, from start to finish.

At the Muraca Group, we strongly believe in the power of effective communication as the foundation of a successful home sale. Recognizing its fundamental importance, we are dedicated to keeping our clients informed at every step of the process. Anticipating the needs of our clients, we proactively reach out to provide weekly updates, including valuable insights on the number of views, showings, and feedback from potential buyers. Our commitment to clear and consistent communication not only fosters a positive experience, but also helps avoid costly mistakes, ensuring that your home sale is a seamless and successful journey filled with exciting opportunities.

- Focuses on advertising your home, rather than the agent.
- Uses a variety of advertising strategies, including online and offline marketing, to attract potential buyers.
- Utilizes professional photography and staging to make your home stand out in listings.
- Hosts virtual and in-person tours to give buyers an immersive experience.
- Actively seeks out and reaches out to potential buyers to generate interest in your home.

ONLINE DEBUT

LISTED TO SELL

It's no secret that the housing market has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation. Now, most people turn to the Internet when looking for a new home. With 95% of homebuyers shopping online, your virtual listing is an indispensable tool, and quality matters. In fact, 54% of buyers say that searching the Internet is their very first step in finding a new home.

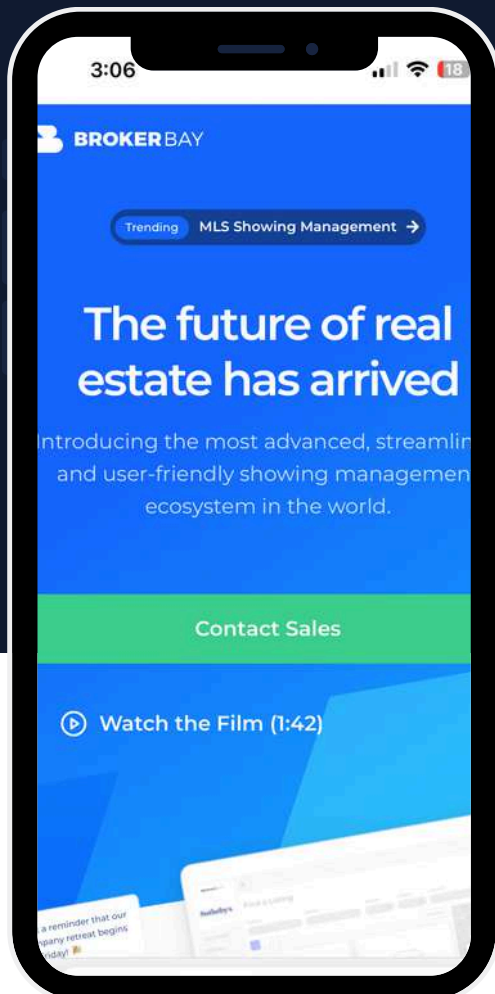
The average homebuyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.

We give your home as much visibility as possible using a variety of methods to ensure your home is seen by thousands of potential buyers.



Step 08 SHOWINGS

MANAGE ALL SHOWINGS OF YOUR HOME



OPEN 24/7/365

No matter what time of day or night a showing is requested, we are here to facilitate all requests, so you don't miss out on a potential buyer.

CUSTOMIZE YOUR SHOWING INSTRUCTIONS:

- Days of the week
- Time of the day
- Length of the appointment
- Minimum timeframe for advance notice

MOBILE APP

THE BROKER BAY MOBILE APP WILL ALERT **YOU** OF SHOWING REQUESTS. ACCEPT OR CHANGE THE DATE/TIME FROM YOUR PHONE. IF YOU PREFER, OUR OFFICE CAN CALL OR TEXT YOU TO CONFIRM EACH SHOWING.

Step 09 OFFER PRESENTATION

Offer presentations happen whenever we receive an offer(s). We will review each offer in detail with you to ensure the terms are clear and then decide together whether to accept, counter, or decline.

If we opt to hold back offers on your home until a certain date, we will guide you through the selection process to determine the most advantageous option moving forward.



Step 10

IF THERE IS AN INSPECTION

Home Inspection Preparation:

1. Ensure unobstructed access to major systems.
2. Watch for signs of water damage.
3. Identify threats to structural integrity.
4. Check roof for damage.
5. Assess electrical system for faulty wiring.
6. Inspect plumbing for corrosion or leaks.
7. Evaluate HVAC age and function.
8. Expect inspection duration of 2-4 hours, roughly 1 hour per 1,000 square feet.
9. Activate utilities and provide remote controls.
10. Understand common maintenance issues in your area.
11. Plan for repair requests and distinguish minor from major findings.
12. Declutter for inspector access.
13. Leave house fully operational.
14. Familiarize yourself with inspector priorities.
15. Allow sufficient time for thorough inspection.

Step 11

CONTINGENCY PERIOD

The pre-closing stage is the period between the accepted offer and closing day. It's time to make sure everything is in order before you move out of your home.

Here's what you'll need during this phase:

CLOSING DISCLOSURE - Lenders are required to provide you with a closing disclosure at least three days before closing. This will include your final loan terms and closing costs. You will have three days to review the statement.

START PACKING - It's a good time to start coordinating your move. Your package may include packers and cleaners. Transfer and notify your utility company to avoid gaps. Follow up with your lawyer to prepare for closing and the amount of money needed to close. Consult with a mortgage advisor.

REVIEW OFFER - Your real estate agent will have already reviewed this document with you, but always review it again.

FINAL WALK-THROUGH - Buyers may coordinate a walk-through of the home before closing to check the property's condition and make sure any repair work that has been agreed upon is completed.

Step 12

CLOSING DAY

Funds will be released via wire transfer or certified cheque by the lawyer.

Congratulations!
Your home is now sold.

We've done this an endless amount of times and are experts in our field. We look forward to guiding you throughout this personalized process!





OUR PACKAGES

Gold Package

MLS Listing

TRREB Listing

Lawn Sign & Lockbox

Professional Photos

Professional Walkthrough Videos

Feature Sheet

Social Media Advertising

Open House

Platinum Package

MLS Listing

TRREB Listing

Lawn Sign & Lockbox

Professional Photos

Professional Walkthrough Videos

Luxury Feature Sheet

Social Media Advertising

Open House

Aerial Drone Footage

Professional Staging Consultation

Professional Moving

Diamond Package

MLS Listing

TRREB Listing

Lawn Sign & Lockbox

Professional Photos

Professional Walkthrough Videos

Luxury Feature Booklet

Social Media Sponsored Campaign

Catered Open House

Aerial Drone Footage

Professional Full-Service Staging

Professional Moving

Professional Cleaning

Professional Packing Assistance

Guide Virtual Tour & Floor Plan

For Sale Neighbourhood Mail

Testimonials



The service and personal attention we received from the team was exceptional and unexpected from a realtor! Their knowledge of the local market and key contacts in the community helped us in our search for our dream home. Patiently going through listings and explaining all details with us, they made sure we got the best value purchase for our first home! They really listened and knew exactly what we were looking for and found it within our budget. I would highly recommend the Muraca Group to help you in this life-changing move. We could not have asked for a better realtor's to guide us through the process.

Rebecca



The Muraca Group are as knowledgeable they are thoughtful, and throughout the entire process, it was clear that they genuinely cared about helping us find the house that was right for us.

James & Kate



Earlier this year - this very difficult year for homebuyers - Peter brokered a deal which landed me a completely renovated house, in the neighbourhood I wanted, and at a very competitive price. Not to mention he made the whole thing happen while I was living up north and couldn't view the house in person. I'm grateful I decided to give Peter a call. He is very knowledgeable and was helpful throughout the entire process, including after the sale was complete. You can tell he really cares about making sure the transaction goes smoothly. Thank you Peter and the Muraca Group!

Sean

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