

DEVON  HICKS  
REAL ESTATE

# SELLING YOUR HOME





# FINDING SUCCESS IN SELLING

## STEP ONE

### DECIDE ON TIMING

#### When is the Best Time of Year to Sell?

Prudent sellers list their homes when the market is busy. Historically, the Toronto real estate market has been busiest in the spring and fall.

#### Should I Sell First or Buy First?

Ask yourself if selling your home or buying a new house would be easier. Do the most challenging thing first.

## STEP TWO

### HIRE A REALTOR

Choosing the right advisor is essential.

An agent's counsel, direction, and expertise can minimize stress while maximizing your home's selling price.

There is more to selling a home than putting up a sign and listing it on MLS® system.

## STEP THREE

### UNDERSTANDING COSTS

Costs involved in the sale of a home include:

- Home repairs
- Staging costs
- Pre-inspection reports
- Penalty for potential early discharge of mortgage
- Legal fees
- Real estate brokerage fees
- Moving costs



#### STEP FOUR

## GET THE HOUSE READY

To get the best price for your home, you need to make it attractive to the broadest number of potential buyers. Today's consumers prefer turnkey properties that look great outside and in.

#### STEP FIVE

## PRICE YOUR HOME

Your home is worth what the market is willing to pay.

Your agent should perform a Comparative Market Analysis (CMA). A CMA compares your house to similar properties that have recently sold and are currently listed for sale.

#### STEP SIX

## STAGE YOUR HOME

### Things to consider:

- De-clutter. Cluttered homes appear smaller and unappealing.
- De-personalize. You want buyers to envision themselves in the space.
- Clean.
- Add fresh towels, have well-made beds, etc.
- Staging furniture if your furniture does not fit the space.

#### STEP SEVEN

## LIST YOUR HOME

The Listing Agreement is the primary document to sign before your home can go on the market. This authorizes the brokerage to sell your home.

Once your home is listed on MLS®, every REALTOR® in the Toronto Regional Real Estate Board will have access to the property photos and details.

#### STEP EIGHT

## MARKETING YOUR HOME

Your REALTOR® should have a comprehensive marketing strategy customized to your specific property. The marketing campaign's goal should be to get the greatest number of buyers interested so that your home will sell for top market value.

#### STEP NINE

## SHOWING YOUR HOME

### Tips for Great Showings:

1. Clean and eliminate odours; the home should be neat and tidy.
2. Leave lights on and have blinds, curtains or drapes open/closed, as pre-determined in consultation with your REALTOR®.
3. Make sure that the temperature of the house is appropriate for the season.
4. Sparkling clean swimming pools and hot tubs.
5. Re-set the security alarm code for the time the house is on the market.
6. Remove your pet from the house and minimize any evidence of pets.
7. Leave the premises during all showings, if possible. If not able to vacate the house during showings, sellers should remain isolated and quiet.
8. Be as flexible as possible when offering showing times.

#### STEP TEN

## OFFER NEGOTIATIONS

The sale of a house often entails considerable negotiation. A seller can accept the offer as is, decline the offer outright or make a counteroffer.

## STEP ELEVEN

# AFTER THE DEAL IS DONE

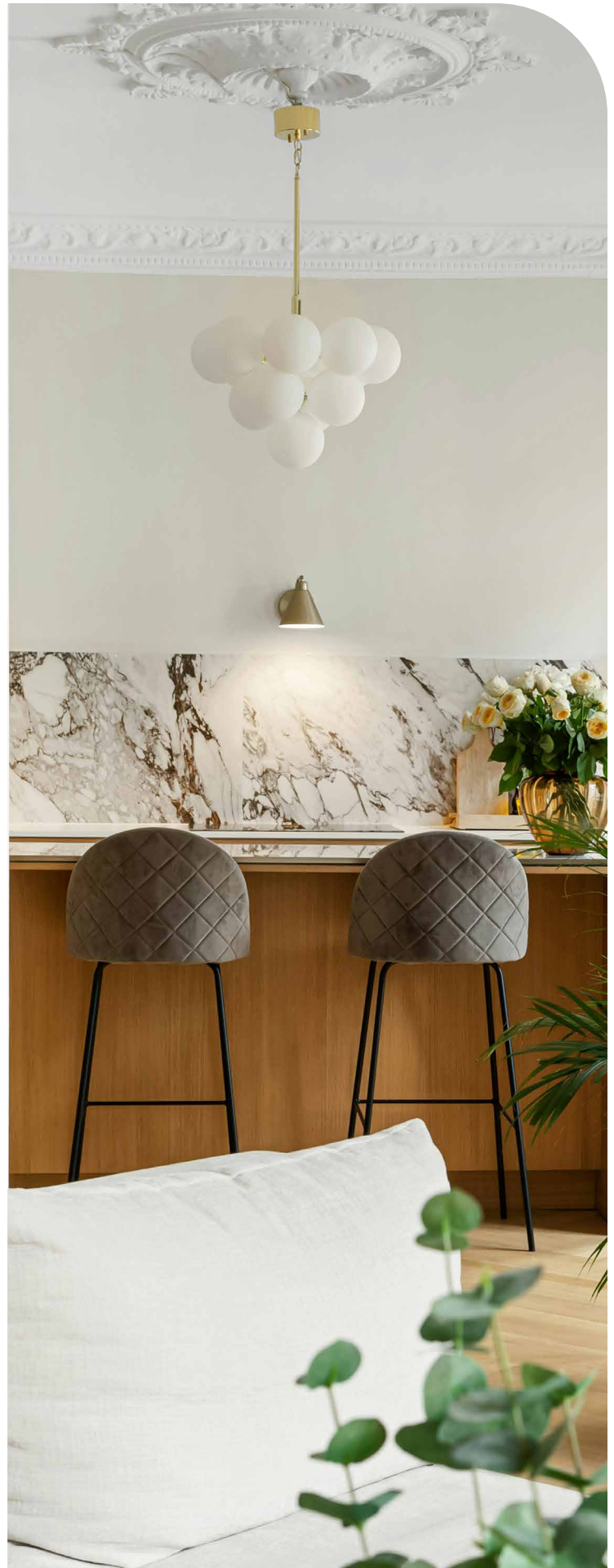
A "Sold" sign will be placed on the lawn (for freeholds), and the sale will be reported to MLS°. Then you can expect the following to happen:

- Your REALTOR® will distribute copies of the Agreement of Purchase and Sale and any related documents to lawyers and all relevant parties.
- An appraiser will inspect the home to verify the purchase price for the mortgage lender.
- The buyer may also inspect the home to measure for furniture placement, choose paint colours or obtain quotes.
- Rate your REALTOR® on Yelp and Google Reviews.

## STEP TWELVE

# MOVE OUT

- Schedule the change/termination of service for utilities, internet, security system etc.
- Meet with your movers and make sure they understand all of your instructions.
- Do a final check for forgotten items.
- Do a final cleaning.
- Leave keys and the code for the security systems inside the house.







## MEET DEVON

I grew up in King Township, on the rolling hills of the Oak Ridges Moraine, which houses some of the most spectacular properties and estates that were inspirational to me. Prior to taking the inevitable leap into real estate, the hospitality industry was home for me for 10 years, taking me to some of the world's most beautiful places.

Since becoming a Realtor; I have guided nearly 100 families with their real estate goals, each interaction being just as special and unique as the last.

**I combine market knowledge and professional recommendations in order to help my clients make educated real estate decisions.**

I am passionate about building lasting client relationships founded on honesty and trust. My clients consistently appreciate my attention to detail and the enjoyable client experience.

My hard work, charisma and true passion for my business has helped earn my reputation as a top producing Realtor. I specialize in all facets of the real estate market in Toronto and the surrounding GTA; whether it be navigating the way for first-time buyers, trying to find that perfect property that needs TLC or providing seller's with getting top dollar for their properties. My love, knowledge and dedication for my clients and the industry are evident through all of my interactions.

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