



SELLING YOUR HOME

LISTING AND SELLING A HOME IS A PROCESS.

This guide is about understanding that process and putting yourself in the most favourable position to sell the home of your dreams.



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

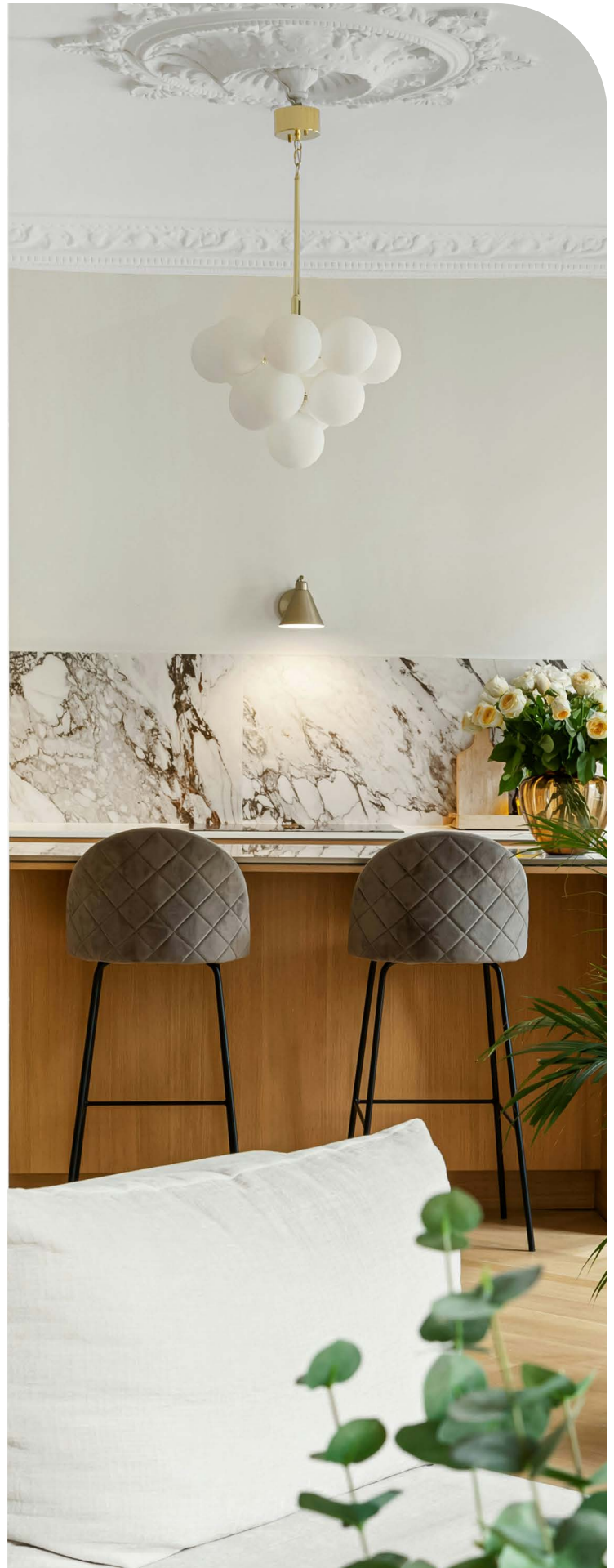
A "Sold" sign will be placed on the lawn (for freeholds), and the sale will be reported to MLS®. Then you can expect the following to happen:

- 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'm Devon, a Toronto-based Realtor with a love for design, sales, and helping people find the perfect place to call home. I grew up in the scenic King Township, where my passion for real estate began. Before getting my real estate license, I spent 10 years in the hospitality industry, working my way up from host to management which taught me invaluable skills in customer service, communication, and understanding what people truly need.

My own journey as a first-time buyer started during the condo slump in the COVID-19 pandemic, when I took the opportunity to buy my own home. That experience gave me firsthand insight into the challenges and excitement that first-time buyers face. Today, I live in downtown Toronto with my boyfriend and our Samoyed, Timo, where I'm fully immersed in my community and in the vibrant city I help my clients explore.

I work with all types of buyers and sellers, but I especially thrive when guiding first-time homebuyers and first-time upsizers. Helping people take that big step is what makes this work so rewarding. I've been fortunate to help hundreds of individuals and families buy and sell homes throughout Toronto, the GTA, and surrounding areas and I approach each opportunity with honesty, respect, and a strong commitment to teamwork and open communication.

Outside of real estate, I enjoy skiing, road biking, golf, tennis, camping, traveling, live music and cooking – adding a dash (or two) of fun to every aspect of my life. I love exploring Toronto's food scene and discovering new places to recommend to clients. Most importantly, family is everything to me, and I bring that same sense of loyalty and care to each client I work with.

Get ready to experience real estate the way it should be – personalized, enjoyable, and in the capable hands of someone who truly cares.

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