

The background of the entire page is a photograph of a bright, clean interior space. It shows a hallway with white walls and white doors. The floor is made of light-colored wood planks. The perspective is looking down a hallway where several doors are open, creating a sense of depth. The lighting is soft and even.

SNELL
GROUP REALTY

Home Sellers' Guide: the home selling process

TheSnellGroup
REALTORS®

WELCOME!

LET'S GET STARTED!

In this package, you will find all the information you'll need for getting your home SOLD!

Please read through and see how this process will work and what we'll need from you.

We're always available by phone or email if you need any help or have questions so please feel free to contact us anytime!

Admin Office Hours: Mon-Fri 8:00am-4:00pm

Contacts: dwayne@thesnellgroup.ca, admin@thesnellgroup.ca



THE DECISION TO BUY A HOME IS AN EXCITING ONE!

As your home buying team, we go above & beyond to help! Consistently providing you with the guidance you deserve throughout the home buying process.

CUSTOMER REVIEW

J.C

Second to none when it comes to customer service! Dwayne will make you feel comfortable throughout the entire buying or selling process. Just an all-around great experience! Want your home to sell? Call Dwayne Snell!



WHAT WE NEED FROM YOU

While we get prepped, you could help by providing...

THE LAST 12 MONTHS OF HEATING & ELECTRICITY COSTS

1

Wood Heat - How many cords of wood is typically burned?
Pellet Stove - How many bags are used?

LIST OF RENOVATIONS

2

Include a list of any & all renovations or work that has been completed recently.

MAKE YOUR LISTING STAND OUT

3

Any additional information or favourite features of your home and neighbourhood that may appeal to buyers. Examples include: Schools, bus stops, community centers, park's close by, beach access or walking/ biking/ ATV/ snowmobile trails etc.

MARKETING

OUR TECHNIQUES

01. SOCIAL MEDIA

We connect through all the various platforms including:
Facebook, Instagram, Snapchat, Youtube

02. WEBSITES

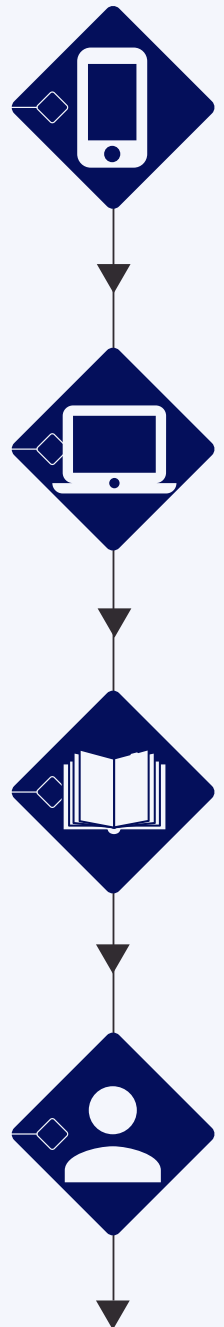
TheSnellGroup.ca, Realtor.ca, Coldwellbanker.ca,
Coldwellbankerinternational.com, DDF (3rd Party Real
Estate Websites), Kijiji.ca

03. DISTRIBUTION PRODUCTS

Real estate guides, listing packages, professional
photography, email newsletters

04. ADDITIONAL

Open House & Agent Tours



THE HOME SELLING PROCESS

1- Listing Paperwork

Before we begin, we will meet to do a Comparative Market Analysis of your home. This is where you will:

- Discuss details of the listing
- Sign any paperwork
- Determine a price based on active homes for sale in your area, homes that have failed to sell or have recently expired, as well as recent SOLD listings,
- Review any current market conditions that may be of consideration for pricing

2 - Put Your Best Foot Forward

We want to showcase your property in the best light possible! One way to do that is with Professional Photos and Drone Footage. Before picture day you may want to think about deep cleaning and decluttering your space. Homebuyers want spacious rooms and decluttering is the fastest and easiest way to achieve that impression.

THE HOME SELLING PROCESS

3 - It's Showtime

Your home is now listed and you are getting requests for showings. We will try our best to give you 24-hour notice. Here are some quick tips:

- Make sure the house is tidy
- Turn all the lights on
- Make sure your home is an inviting temperature,
- Maximize floor space

4 - Negotiating Offers

Negotiation is the key to getting the best deal.

Negotiations can involve everything from settling on a sale price, to the terms of an offer, and all other conditions of the sale. We are expert negotiators whose job is to represent you during the give and take of a real estate transaction. We represent your best interests through every step of the process.

THE HOME SELLING PROCESS

5 - Accepted Offer

Once the offer is accepted and a closing date is agreed upon, we start the process of working through the conditions of the offer. This stage allows the buyer to have an outside party inspect the property, we also ensure all documents (financing letter, insurance, water test, property condition disclosure statement, and all parts of the contract) are fulfilled.

6 - Closing

At closing, all the paperwork will be signed by the buyer and the seller with their respective lawyers. You should be packed and ready to go on this day! A final walk through will be done on the property either the night before or the morning of closing. This is to ensure everything is as it should be, that there is no damage from moving and all items are left that were agreed upon. The house should be cleaned, and ready for the new buyers.



SHOWING/OPEN HOUSE TIPS

- Attend to any potential hazards such as slippery stairs and walkways.
- Lock away or remove valuables such as jewelry, cameras, coins, and currency.
- The scent of fresh-brewed coffee, homemade bread, or cookies can be very welcoming.
- A warm fire on a cold day will make your home feel inviting and cozy.
- Make sure all the lights are on.
- Take a quick walk around the exterior of the property and make sure all doors and gates are opening as they should.

CHECKLIST

Who to notify when you have a change of address

☐ Current place of employment

☐ Financial institution

☐ Credit card companies

☐ Utilities

☐ Medial facilities

☐ Educational facilities

☐ Insurance companies

☐ DMV

☐ Canada Revenue Agency

☐ Postal services

☐ Subscription services