

# HOME SELLER'S HANDBOOK



YOUR GUIDE TO THE  
HOME-SELLING PROCESS

**The Snell Group**  
REALTORS®



**COLDWELL BANKER** | **SELECT  
REALTY**

# WHAT WE BRING TO THE TABLE

## EXPERIENCE & KNOWLEDGE

Working with Buyers and Sellers in the Saint John and surrounding areas demands specialized expertise. Selling a home is one of the most significant decisions a person will make in their life, and having the proper representation is a key element to being successful.




With our experience in the Saint John Real Estate market, you can rest assured that The Snell Group has the skills and expertise required to help guide you on your journey. The Snell Group understands and specializes in managing these types of transactions. Let us do what we do best by taking care of all the heavy lifting for you.

*The decision to sell your home is an exciting one!*

**As your home-selling team, we go above and beyond to help - consistently giving you the guidance you deserve throughout the entire process.**

LOOK WHO'S  
*Talking*

A photograph showing two hands holding coffee mugs. The hand on the left holds a light green ceramic mug with a textured pattern. The hand on the right holds a white ceramic mug with a decorative swirl pattern. Both mugs contain a light brown beverage, likely coffee or tea. The background is a soft-focus white surface.

"The Snell Group exceeded our expectations. Not only do you get an individual realtor, you get the whole Team. Their support extended well beyond office hours and made our whole experience easy. They provided checklists and calendars for all the tasks we needed to complete as sellers. On the buying front, they do the same. No pressure with clear direction and expectations." - Jonathan

# WHAT WE NEED FROM YOU

WHILE WE GET PREPPED, YOU CAN HELP BY PROVIDING...

1

## HEATING & ELECTRICITY

Figure out your last 12 months of heat and electricity costs. Wood heat? How many cords burned? Pellet stove? How many bags used?



2

## RENOVATIONS YOU'VE DONE

Compile a list of all renovations you've completed or work that has been done recently in or around your home.



3

## MAKING IT STAND OUT

Include any additional info or favourite features of your home/neighbourhood that may appeal to potential buyers.\*



*Examples include: schools, bus stops, community centres, nearby parks, beach access or trails in the area (walking/biking/ATV/snowmobile)*



# MARKETING YOUR LISTING

TECHNIQUES WE USE TO SPREAD THE WORD

## SOCIAL MEDIA



We connect through all of today's popular platforms like Facebook, Instagram, Snapchat, YouTube, and Tiktok!

## WEBSITES



Listings are put on the web at TheSnellGroup.ca, Realtor.ca, ColdwellBanker.ca, and many other sites.

## DISTRIBUTION PRODUCTS



We also utilize real estate guides, listing packages, professional photography, email newsletters and more.

## ADDITIONAL



We're in person and on the ground for things like Open Houses and Agent Tours.



# THE HOME SELLING PROCESS

LET'S WALK THROUGH IT STEP-BY-STEP

1



## THE LISTING PAPERWORK

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

- Discuss details of the listing and 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 current market conditions that may be of consideration for pricing

2



## PUTTING 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 de-cluttering your space. Homebuyers want spacious rooms and decluttering is the fastest and easiest way to achieve that impression.

3



## IT'S SHOWTIME!

Your home is now listed and you are getting requests for showings. We will try our best to give you as much notice as possible. Follow our tips and tricks below!

## *Tips & tricks*

### SHOWINGS & OPEN HOUSES

- Make sure the house is tidy with floor space maximized
- Turn all the lights on and make your home an inviting temperature.
- A warm fire on a cold day will make your home feel inviting and cozy.
- Attend to any potential hazards such as slippery stairs and walkways.
- Lock away or remove valuables such as jewelry, cameras, and cash.
- Scents of fresh-brewed coffee, homemade bread, or cookies add a welcoming touch.
- Walk around your home's exterior to make sure doors and gates are opening properly.

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.

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 that all items are left that were agreed upon. The house should be cleaned, and ready for the new buyers.



# CHECKLIST

## WHO TO NOTIFY WHEN YOU HAVE A CHANGE OF ADDRESS

- Current Place of Employment
- Dept. of Motor Vehicles
- Financial Institution
- Canada Revenue Agency
- Postal Services
- Credit Card Companies
- Insurance companies
- Educational Facilities
- Medical Facilities
- Subscription Services
- Utilities



*Keep in Touch*



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