



OTTAWA HOME SELLER'S GUIDE

Thinking of selling your home? Peter Sardelis & Ivy Sun are ready to help you navigate every step along the way.



ARE YOU READY TO SELL?

Selling your home is a major life decision.
While exciting, it can also be stressful and emotional.
From preparing your property, to marketing your listing, to negotiations and paperwork, there's a lot to wrap your head around.

You may be wondering: *What is my home worth? Should I work with a Realtor? What do I need to do to prepare my home for sale?*

And of course, the big one: *How do I get the most money for my home?*

Our **Ottawa Home Seller's Guide** answers these questions and more, helping you to feel confident in the entire selling process. With years of experience selling homes in your neighbourhood, let's make the most of your selling journey together.

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CENTURY 21®

Synergy Realty Inc.

BROKERAGE



10 Steps to Selling Your Home

1. Talk to Peter & Ivy
2. Price Smart to Profit More
3. Prepare to Amaze
4. Maximize Exposure to Buyers
5. Review Offers
6. Negotiate Like a Pro
7. Close the Sale
8. Calculate Net Proceeds



1 Talk to Peter & Ivy

Selling your property is a big financial transaction, so it's in your best interest to work with an expert. **Peter and Ivy** are a highly skilled negotiator and project manager who will handle the work for you and sell your home for the best price in the fastest time.

Just as you form trusting relationships with many other professionals like financial advisors, accountants, and lawyers, Peter and Ivy will provide you with long-term and valuable market information, advice, and assistance. They follow a structured approach that will give your property the greatest exposure and an opportunity to achieve the best outcome.

Through frequent communication, Peter and Ivy will keep you updated on the current market climate and help you set realistic expectation for the sale price of your home.



2 Price Right to Profit More

Pricing your home is an art. Setting the right asking price is trickier than it seems; no two properties are exactly alike. Only the market can determine the ultimate value of your home.

That said, there are many other factors that influence listing price, including style, size, age, condition, location, current interest rates, and other properties for sale in your area.

Beware of overpricing! It causes property to remain on the market for longer, which can result in a lower sale price.

Peter and Ivy understand that your home is an emotional asset. We will help you to see it objectively. They will position your home correctly and realistically based on their extensive market knowledge.



3 Prepare to Amaze

Showcasing your property is a key element to emotionally engaging prospective buyers. How your home shows is how they see themselves in it. First impressions count!

- ☐ Clean from baseboards to ceiling, including garages, closets, storage and laundry rooms
- ☐ Remove excess furniture and declutter countertops to make rooms appear larger
- ☐ Remove personal touches to help buyers picture the home as their own
- ☐ Landscape outdoor areas for curb appeal
- ☐ Undertake simple, affordable upgrades (new light fixtures, fresh paint)
- ☐ Organize inspection reports, property disclosures, appliance manuals, and other paperwork
- ☐ Fix minor flaws and imperfections (e.g., cracked tiles, squeaky hinges, leaky faucets)
- ☐ Consider hiring a professional stager; according to the National Association of REALTORS®, staged homes sell 49% faster and for up to 11% more money
- ☐ Clean again – **seriously, it's that important!**



4 Maximize Exposure to Buyers

Marketing your home takes so much more than a sign on the front lawn.

Peter and Ivy employ a combination of approaches to increase your audience of buyers, including photographing your property, creating virtual tours and videos, as well as designing flyers, signage, and other marketing material.

The bottom line is that more buyers interested usually means more money in your pocket. Prospective buyers will contact Peter or Ivy to arrange times to view your property or attend open houses.

Use showings as an opportunity to run errands or visit friends and family; buyers like their space and want to imagine the house as their own.



5 Review Offers

Once an offer (or offers) have been made, it's time to sit down and review the best possible options. Things happen fast at this stage!

Peter and Ivy offer unparalleled support in analyzing each offer with you. They will make recommendations on how to proceed and keep the process moving forward until you reach success on your terms.

Different types of offers you may encounter when selling include:

- **Firm offers** are made without any conditions.
- **Conditional offers** include terms that must be met before the sale is finalized.
- **Bully or pre-emptive offers** are presented before the official offer review date.
- **Counter-offers** are revised versions of offers presented back to the buyers in an effort to reach a compromise.



6 Negotiate Like a Pro

Here's where things get exciting! In most cases, your home's list price won't be the sale price. When it comes to settling on that magic number, you're going to need to negotiate. Negotiating even just 1% more for your home can mean thousands more dollars to your bottom line.

Negotiating is a learned skill. Without the right experience, it can feel very uncomfortable. If you want someone to negotiate fearlessly on your behalf, you need **Peter and Ivy** in your corner.

Peter and Ivy will negotiate between you and your buyers to reach a mutually agreed price. Don't be offended by low offers and conditions: counter-offers are perfectly normal. Think of them as a starting point for a conversation.



7 Close the Sale

There is more to the legal side of selling your home than you might expect. After a contract is signed, documents are served and a deposit is paid and held in trust until settlement. Both you and the buyer must engage a conveyancer or solicitor to finalize the legal and financial requirements of the sale. Conditions usually have a set time for removal and include things like an inspection and financing.

Settlement day is a doozy! Moving out of your old home and into your new one almost always occurs on the same day. Notification occurs around midday and keys are made available for the new owner.



8 Calculate Net Proceeds

There are a number of closing costs to consider, including the following:

- Legal Fees:** Lawyers look after the legal details necessary to close your home. They will ensure that any overpayments or deficiencies on rents, mortgage interest, property tax, and utility charges are corrected. Lawyer fees vary, but are often posted on their websites.
- Mortgage Fees:** Check with your mortgage lender to determine if you will incur any costs when transferring or releasing your mortgage (e.g., a discharge fee).
- Moving Fees:** Moving costs vary based on location and the amount of possessions being moved. Factor in gas, rental vehicles, and moving supplies like boxes and tape.

CONGRATULATIONS!

If you've completed all of these steps, then you are a successful home seller. Well done!

If you're just starting your home selling journey, contact us:
"We'll provide you with a complimentary market evaluation of your home and answer any questions you may have."

"As experienced Realtors our mission has always been to be Ottawa's finest, most respected real estate professional. In fulfilling this mission, we pledge to provide our clients with an ever-evolving range of guaranteed services. We aim to always deliver the level of service our clients have the right to expect. We want our clients to be proud and continue to put their trust in our work."

Let's work together to sell your home!

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Not intended to solicit properties currently for sale.

GLOSSARY

Don't let real estate jargon intimidate you!
Get familiar with some of the terms you may
encounter during your selling experience.

Asking Price: how much a seller lists a property for (versus the **sale price:** the amount it actually sells for).

Cash Offer or Unconditional Offer: commonly seen in multiple offer situations, a buyer submits an offer with no conditions to make their offer more favourable.

Chattels: possessions or personal property that can be removed without injury to the property and are excluded from the sale price, unless otherwise specified in the agreement of purchase and sale.

Conditional Offer: an agreement between a buyer and seller where the sale of a house is dependent on certain conditions being fulfilled by a specific date and time.

Counter-offer: an offer that has been changed from one party to the other. This change needs to be formally agreed upon before an agreement can be binding.

Fixtures: items that are secured to the property (e.g., light fixtures, built-in cabinets, TV wall mounts, air conditioners, hood fans) and are normally included in the sale price.

HST: Federal and provincial harmonised goods and services tax (Federal and Provincial) that you pay on most goods and services sold or provided in Canada. In real estate, HST is taxed on the total commission or service fee.

Irrevocable Clause: a date and time up to which an offer is irrevocable; when the time and date pass, the offer becomes null and void.

Types of Agency Representation:

Sellers Representation: a brokerage represents the interest of the seller in a real estate transaction.

Buyer Representation: a brokerage represents the interest of the buyer in a real estate transaction.

Multiple Representation : a brokerage represents both the seller and the buyer in a real estate transaction.