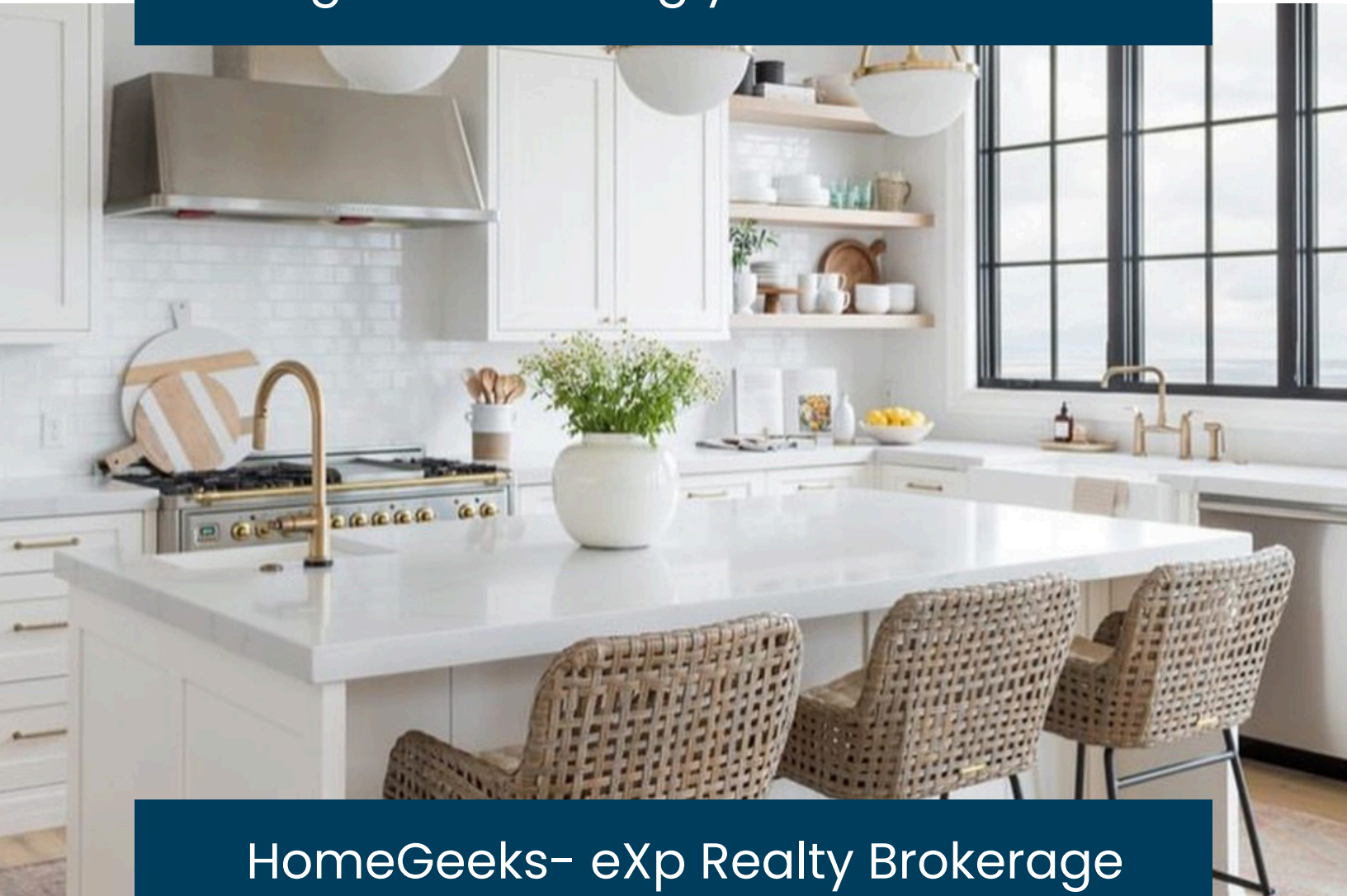


For Sale by Owner *Guide*

A guide to selling your own home!



HomeGeeks- eXp Realty Brokerage

*This guide is not intended to solicit Sellers already under contract with an existing Brokerage.



For Sale by Owner *Guide*

HomeGeeks eXp Realty Brokerage

You are considering selling your home on your own.

This guide is designed to help you navigate the "For Sale By Owner" process, ensuring you make the best decisions for you and your family.

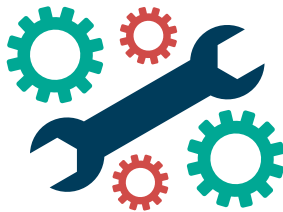
Many homeowners believe that all REALTORS® provide the same services. If you haven't had the opportunity to meet with us yet, you might share this perception. With the HomeGeeks- eXp Real Estate Brokerage, it's not just about what we do differently, but also about how effectively we do it. Our innovative strategies have a proven track record of success in selling homes. We are eager to share some of these insights with you.

In the following pages, we will introduce essential skills, strategies, and actions that can help you achieve the results you desire. Continue reading to learn more, or feel free to reach out for a personal conversation about how we can further assist you by calling 1.613.930.3377

The Key is in the *Preparation*

Just as first impressions are crucial for people, they can make or break a home sale. When potential buyers walk into your house, they immediately start evaluating everything they see (and smell). Their initial impression will ultimately influence how much they're willing to offer on the property—or whether they'll be interested in buying it at all.

To ensure you get the highest possible price for your home, consider partnering with HomeGeeks- eXp Realty Brokerage. We put great care into preparing your home before it hits the market. Quality preparation that leaves buyers with the best impression of your house involves three key elements:



REPAIRS



CLEANLINESS



STAGING

Our services offer access to trusted repair professionals and cleaners for maintenance needs. We also provide personalized home staging recommendations to sellers under contract for optimal presentation. This quality preparation aims to create a positive impression for potential buyers.

10 ways to Market your *Home*

- **Minimize Clutter:** To create an open and inviting space, pack away most decorative items and store out-of-season clothing, making closets appear more spacious. Remove newspapers and magazines, and clear out the garage to maximize space.
- **Enhance Natural Light:** Wash your windows and screens thoroughly to allow more natural light into your home, creating a brighter and more welcoming atmosphere.
- **Maintain Spotless Cleanliness:** Ensure your home is sparkling clean by washing fingerprints from light switch plates, mopping and polishing floors, and thoroughly cleaning the stove and refrigerator.
- **Eliminate Odors:** Clean carpets and drapes to remove any lingering cooking odors, smoke, or pet smells, ensuring a fresh environment for potential buyers.
- **Improve Lighting:** Install higher wattage bulbs to brighten rooms, particularly in basements and other dark areas, and replace any burnt-out bulbs to enhance visibility.
- **Make Minor Repairs:** Address small issues such as sticky doors, torn screens, cracked caulking, or dripping faucets to demonstrate that the home has been well-maintained and cared for.
- **Enhance Curb Appeal:** Tidy the yard by cutting the grass, raking leaves, trimming bushes, and edging the walks. Adding a pot or two of bright flowers near the entrance can create a welcoming first impression.
- **Repair Driveways:** Patch any holes in your driveway and reapply sealant as needed to improve its appearance and functionality.
- **Clean Gutters:** Ensure gutters are clean and free of debris to prevent any water damage and maintain the home's exterior appeal.
- **Refresh with Neutral Paint:** Apply a fresh coat of paint in neutral colors to create a blank canvas that allows buyers to envision their own style in the space.

Know what your home is Worth

In today's market, buyers are more informed than ever, with access to countless online resources and data on comparable homes. Nothing can undermine the sale of a home faster than overpricing. Proper pricing is essential, so here's how to determine your home's worth:

- **Evaluate Comparable Homes:** Investigate recent sales in your neighborhood. How do these homes compare to yours in terms of size, condition, and amenities? Understanding these factors will help you set a competitive price.
- **Assess Your Competition:** Consider how many other homes are currently for sale in your area. Are you competing against new constructions or other listings? Understanding the market dynamics is crucial.
- **Factor in Your Circumstances:** Are there specific conditions that could impact your pricing, such as a desired move-out timeline? These factors can influence your pricing strategy.
- **Obtain a Professional Appraisal:** For sale by owner homes will require a certified appraisal 99.9% of the time when buyers need a mortgage. For a few hundred dollars, a qualified appraiser can provide an accurate estimate of your home's value. Ensure you request a market-value appraisal. Contact us for recommendations on trusted appraisers in your area.
- **Consult with a Realtor or Lender:** Most buyers will require a mortgage, so it's vital to align your asking price with what lenders are likely to finance. Consulting with a Realtor or lender can provide you with valuable insights on pricing.
- **Price Accurately:** Studies show that homes priced more than 3% above their market value tend to stay on the market longer. Accurate pricing is key to a quick and successful sale.
- **Determine Your Bottom Line:** Before entering negotiations, know the minimum price you are willing to accept. This clarity will help you navigate offers confidently.

Feeling overwhelmed? The good news is that HomeGeeks offers a FREE home evaluation to guide you in setting the right price. Contact us when you're ready at www.HomeGeeks.ca.

How to work with *Buyers*

If working with buyers was simple and knowing how to handle various scenarios as they arise was straightforward, everyone would be doing it. This is why sellers and buyers choose to work with professionals who have the experience to guide them through the process efficiently and effectively, minimizing the risk of legal issues.

For those selling by owner, here are some key considerations when working with a buyer: First and foremost, consider buyer qualifications: Ensure that any buyer making an offer on your home has the necessary financial resources to qualify for a mortgage. Without this, the sale may not proceed. Whenever possible, assess the buyer's financial status before signing any contracts.

- Prequalification and Pre-approval: Ask if the buyer has been prequalified or, preferably, pre-approved for a mortgage. Pre-approved buyers are generally in a better position to secure a mortgage promptly.
- Financial Resources for Down Payment and Closing Costs: Confirm that the buyer has enough funds for a down payment and to cover closing costs. Ideally, a buyer should have at least 5% of the home's price for a down payment and an additional 2% to 5% to cover closing costs.
- Sufficient Income: Verify that the buyer's income is adequate to afford your home. Typically, buyers should allocate no more than 32% of their gross income for the Gross Debt Service (GDS) ratio, which includes housing costs such as principal, interest, taxes, and heating.
- Creditworthiness: Ask if the buyer has reviewed their credit report and corrected any issues. Good credit is essential for mortgage qualification.
- Debt-to-Income Ratio: Assess whether the buyer has excessive debt. Significant obligations, such as car payments or credit card debt, may hinder their ability to qualify for a mortgage.

By carefully evaluating these factors, you can increase the likelihood of a successful sale and reduce potential complications.

Agreement of Purchase &

Safe

When navigating the Agreement of Purchase and Sale as a For Sale By Owner, it's essential to pay close attention to the terms outlined. Here are some informal yet crucial pointers to consider:

1. **The Closing Date:** Make sure the buyer's proposed closing date aligns with your plans. You'll want a timeline that feels comfortable and realistic for your move.
2. **The Deposit:** Aim for the largest deposit possible. A substantial deposit often indicates a serious buyer who is committed to closing the deal.
3. **Fixtures and Personal Property:** Review the list of items the buyer expects to remain with the property. Ensure you're comfortable with what they want included, like appliances or fixtures.
4. **Repairs:** Consider the cost of any requested repairs. Decide whether you're willing to handle them yourself or if you prefer to adjust the sale price to cover these costs.
5. **Contingencies:** Look at any conditions the buyer has set before the contract becomes final, such as home inspections, securing a mortgage, or selling their current home. Set clear time limits on these contingencies to avoid unnecessary delays.
6. **The Contract Expiration Date:** Pay attention to how long you have to respond to the offer (or, any other dates for that matter). You'll want to make sure you have enough time to consider it without feeling rushed.

By keeping these tips in mind, you'll be better equipped to negotiate a fair and favorable agreement. If you ever need further guidance, don't hesitate to reach out for professional advice!

So, what comes next?

Not Sold

Selling a home is a significant undertaking that can be both exciting and challenging. If you're feeling unsure about whether you have the skills or knowledge to manage the sale on your own, you're not alone. Many homeowners reach this point and realize that the expertise of a professional REALTOR® can make all the difference.

Working with a REALTOR® offers many benefits that go beyond just finding a buyer. Here's how we can help:

1. **Protection Against Liabilities:** We carry Errors and Omissions insurance to protect you from potential liabilities during the selling process, providing you peace of mind.
2. **Expertise in Contracts:** We have extensive experience with the intricacies of real estate contracts, ensuring all terms are favorable and legally sound.
3. **Advanced Marketing Tools:** Our marketing strategies use the latest tools and technologies to showcase your home to the widest possible audience, increasing your chances of a quicker sale at the best price.
4. **Collaboration with Buyers and Realtors:** We work closely with other REALTORS® and buyers to achieve your desired results, leveraging our network to find the right buyer for your home.
5. **Effortless Selling Process:** From start to finish, we handle all the work, from listing and marketing to negotiations and closing. Our goal is to make the process as smooth and stress-free as possible for you.
6. **Access to the Multiple Listings Service (MLS):** Get your homes information out to numerous Buyers and Realtors already searching the very effective home marketing MLS system.

What to Do If You Can't Sell On Your Own? Hire a Professional!

If you're struggling to sell your home on your own, consider hiring a professional. We're here to support you and ensure you achieve the best outcome possible.

If you're considering selling your home in today's market, we invite you to give us a call. We would love the opportunity to learn more about your specific situation and explain in detail how we can sell your home faster and for more money.

Visit Us Online | www.HomeGeeks.ca OR Give Us A Call | Direct: (613) 930-3377

We look forward to the opportunity to assist you with your home sale and are here to answer any questions you may have.

Warm regards,

The HomeGeeks Team;

Dale and Penny Rudderham Real Estate Agent(s)