

Becoming An Informed Home Seller

Your Step-by-Step Guide to a Successful Sale

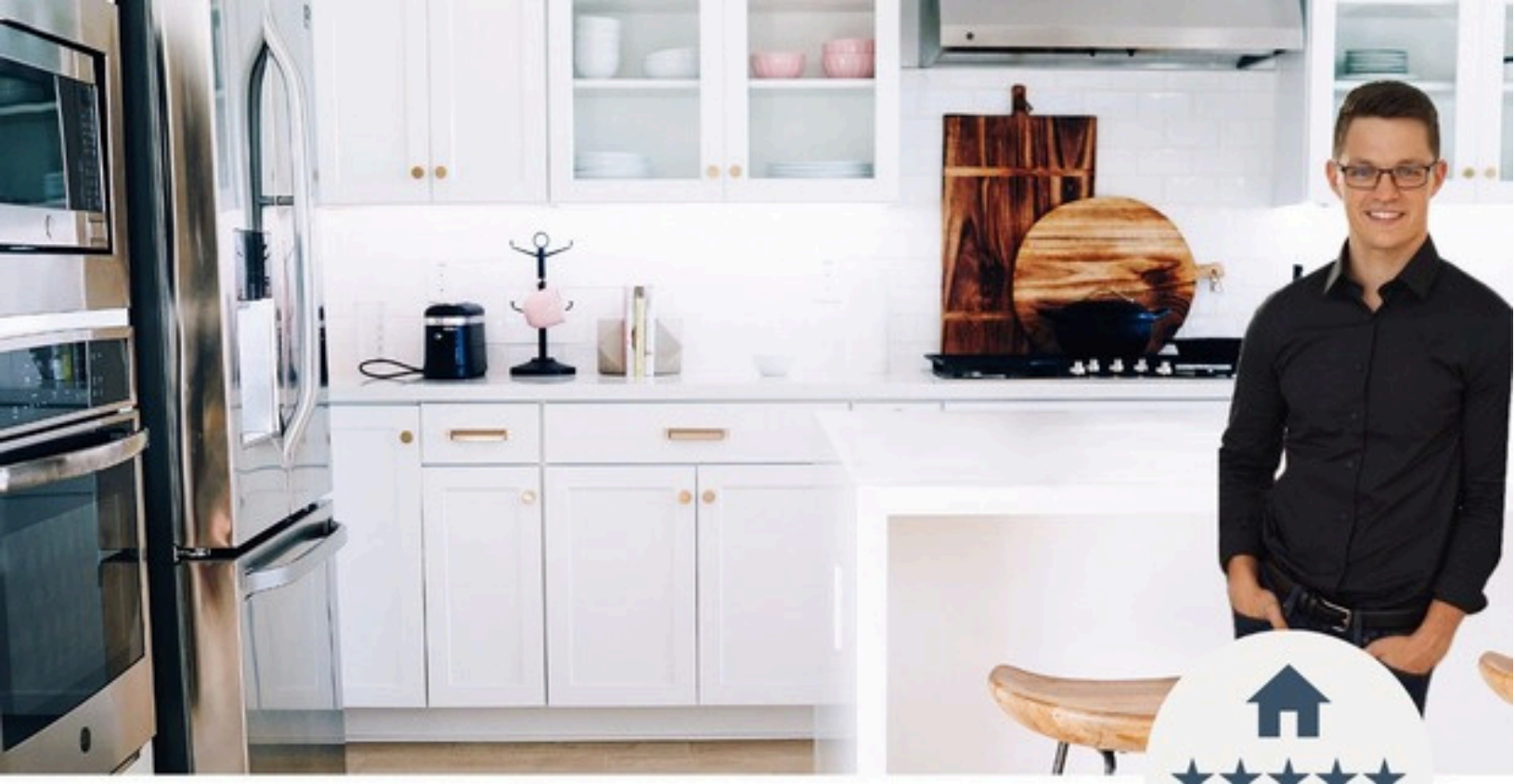
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★★★★★
HAPPY CLIENTS

Meet Tim Wargel

Joining forces with the River City Home Team has been the cornerstone of my real estate journey, propelling me to new heights in the dynamic world of property transactions. With a shared vision of excellence and a commitment to unparalleled client service, our collaborative efforts have consistently exceeded expectations, cementing our reputation as industry leaders in our community. Together, we have navigated the intricacies of the market, helping countless individuals and families find their ideal homes or secure lucrative investment opportunities.

As part of the River City Home Team, I have had the privilege of working alongside a dedicated group of professionals who share my passion for real estate and unwavering dedication to client satisfaction. Our synergy, combined with our collective expertise and extensive network, has empowered us to tackle even the most complex real estate challenges with confidence and precision. With the River City Home Team by my side, I am excited to continue transforming dreams into reality for our valued clients, guiding them through every step of their real estate journey with integrity, expertise, and a relentless commitment to excellence.

TIM WARGEL
RE/MAX REVOLUTION

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Calculating Your Net Proceeds

A **Sale Price (A): $**

Deductions	
Mortgage Balance as of Last Payment Date	$
Mortgage Discharge Fee/or Penalty (If Applicable)	$
Interest Per Diem (Interest from Last Payment to Date of Payout)	$
Property Tax / Utilities / Other Adjustments	$
Real Estate Commissions (+HST/GST if appl)	$
Legal/Title Fees	$
Moving Costs, Other Miscellaneous Costs	$
B Total Deductions	$

Net Proceeds = (A) Sale Price Minus (B) Total deductions $

Calculating Your Bottom Line

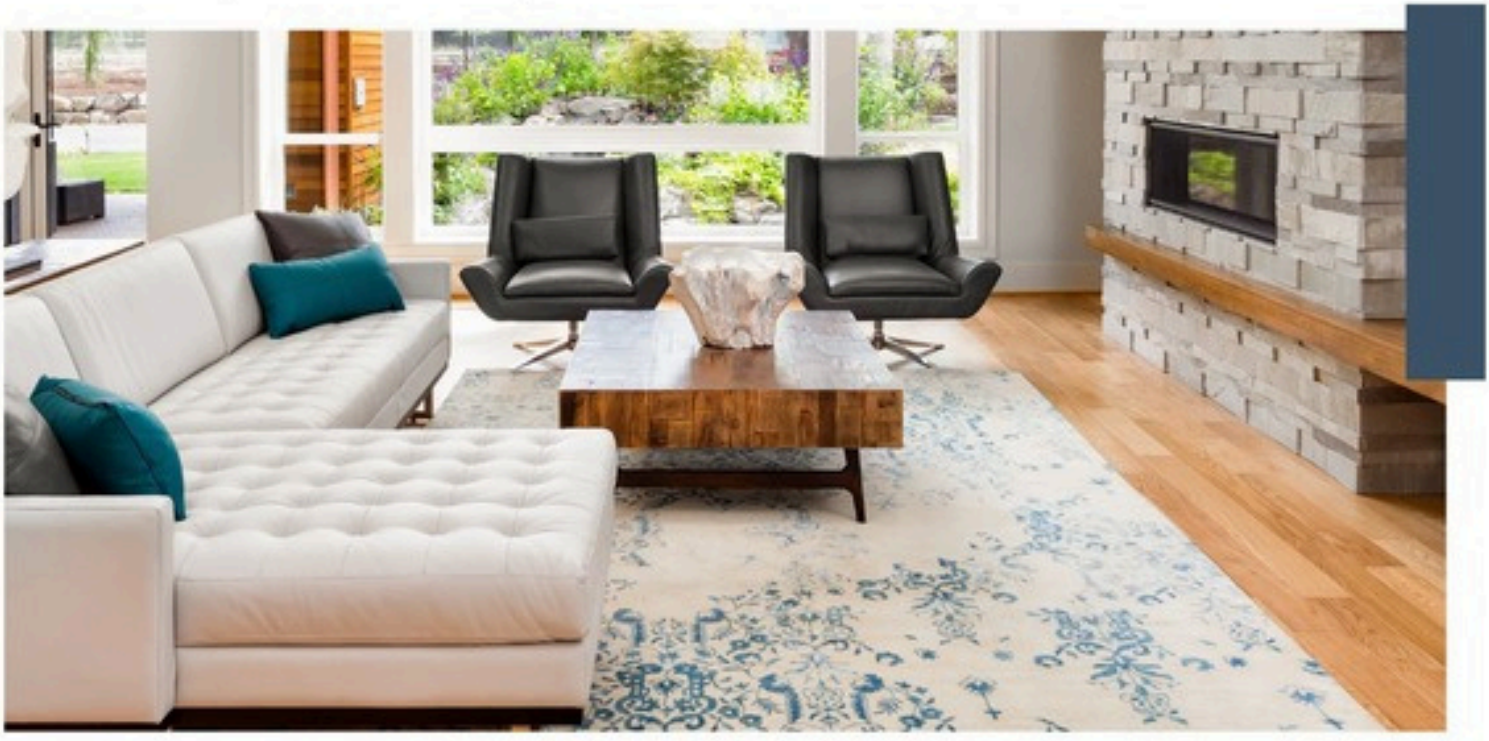
Mortgage Payout
We strongly recommend discussing your mortgage options before listing to determine your best course of action. Your mortgage will need to be paid off or transferred to another property you purchase so that title can transfer free and clear to the new owners. It's best to check with your lender to determine the exact cost to transfer (port) and pay off your mortgage. Some lenders charge a discharge fee to remove the mortgage from title, and it is possible there is a penalty for repayment based on your current mortgage terms.

Utilities, Mortgage Interest, Property Tax & Other Adjustments
Be sure to cancel your home services and utilities as necessary and arrange to have any final bills forwarded to your new address.

The lawyer/title company will ensure that any overpayment or deficiencies on rent, condo fees, mortgage interest, utility, deposits and property taxes will be adjusted for on closing.

Moving Costs
Moving costs vary based on location and the amount of possessions being moved. If you're moving yourself, you should factor gas, rental vehicles and moving supplies.

Use the *Calculating Your Net Proceeds* worksheet that follows to estimate your bottom line.





Step 7

Calculating Your Bottom Line

Once an offer is firm, your journey is not over. There is still paperwork to be done and calculations to be made, however, we are here to help

Let's calculate how much you will net.

Here is a few typical closing costs for you to consider.

Legal | Title Fees
You will require a lawyer or title company to represent you and manage the legal details of closing. They are responsible for ensuring the successful transfer of title of your home to the new buyers. Title must be free and clear of all mortgages, liens which will be paid out by your legal representation on closing.

Momentum is Key in Negotiations

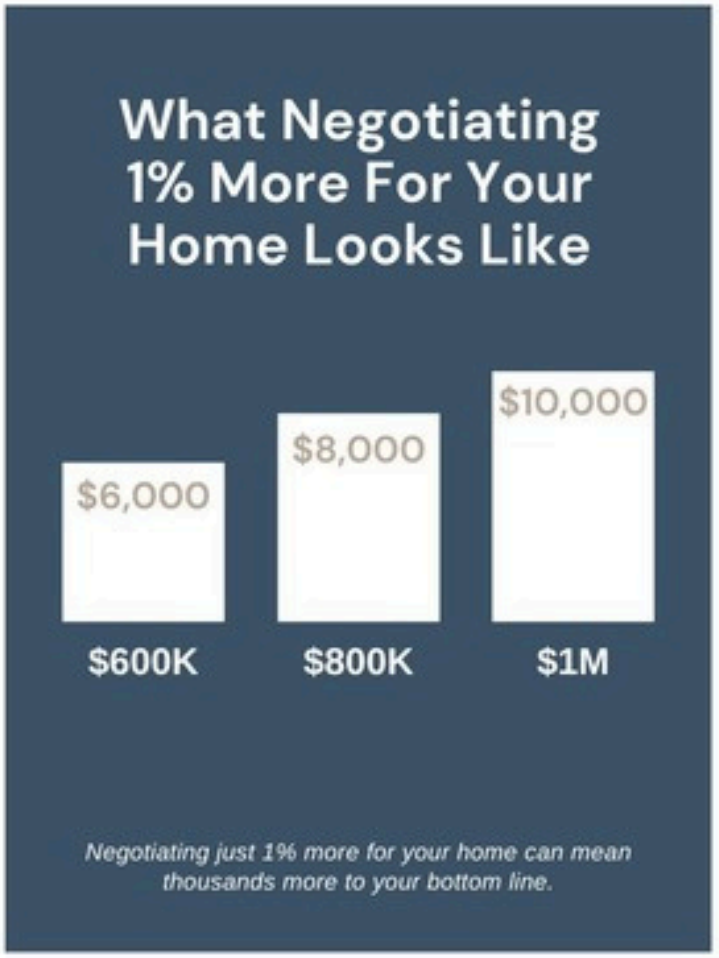
Momentum Is The Secret

Things happen fast at this stage. That's why having a skilled agent to represent you is vital.

I will walk you through the details of the offer or offers, make recommendations on how to proceed, and keep the process moving forward until we have success on your terms.

Once you accept the final offer, the buyer provides a deposit to be held "in trust" until conditions are met and the transaction is final and title is transferred.

If there are conditions to be met, usually within a specific time frame, I will handle all of these details and ensure a waiver is signed and your sale is firm awaiting the closing day.





Step 6

It’s Offer Time!

When an offer comes in - this is where negotiating expertise counts to ensure you achieve the highest price and best terms.

Depending of course on market conditions, chances are, an offer will be lower than the asking price. Don’t be concerned or offended, it’s normal.

In fact, the best way to think about an offer is as a starting point to a conversation.

Things to keep in mind when negotiating:

Counter Offers are Normal
Expect some back and forth. They offer, you counter and eventually come to an agreement.

Price Isn't The Only Thing
You can negotiate on price, offer conditions, assets included. Don’t get stuck on one thing.

Step 5

The Showing Process

As interest in your home rises, so will interest in seeing the real thing. It's time to show off your masterpiece to qualified potential buyers.

Here are a few tips to maximize the showing experience for potential buyers.

It's Best to Leave During Showings

Buyers want to be able to look around and discuss your home candidly. They won't feel as comfortable if you're there.

Create Ambience

In addition to the usual tidying, make sure your home is inviting. Turn up/down the temperature. Leave the lights on. Open the blinds where appropriate. Leave inside doors open or slightly ajar.

Have Information On-Site

Set out as much information on your home as possible for potential buyers to view. This could be floor plans, feature sheets, photos.

Flexibility is Key

Be as flexible as you can — try to accommodate the buyer's schedule.





Our 10 Step Home Selling Process

Step 1 Onsite pre-inspection before preparing our strategic plan to sell your home.

Step 2 Virtual or in-person consultation and e-signing to get started.

Step 3 Document, key collection, staging preparations for photography/video needs.

Step 4 Listing goes live, multi-pronged marketing campaigns commence!

Step 5 Safe showing protocols in place with all buyers/agents pre-screened, onsite instructions.

Step 6 Offer(s) start to arrive. We meet virtually or in-person to review and sign back digitally.

Step 7 It's Sold! We take care of condition/contingency removal, inspections, the deposit and paperwork to your lawyer.

Step 8 Legal documents prepared for your signature to finalize the transfer of ownership and pay off any mortgages/liens on title.

Step 9 Start packing! Need help with moving boxes, movers, junk removal, anything that needs fixing? We're here to help!

Step 10 Closing day or moving day! We'll handle key deliveries, cleaning and anything else you need to make your moving day as smooth as possible.

Congratulations!

Step 4

Marketing For the Best Results

Marketing is not only our passion, but it's our area of expertise with customized marketing campaigns for each home designed to create buzz, expand exposure, invoke emotion and captivate buyers' attention online and offline.

Here are a few things you can expect from us when it comes to marketing your home.

Professional Photography, Drone Video & 2D, 3D Floor Plans
First impressions are critically important especially today with over 95% of properties being viewed online first. From breathtaking photos, aerial views and popular 2D and 3D floor plans - our listings are showstoppers that generate more in-person showing requests than most.

Wow Factor Listings
Our listings are not only visually appealing, but they also leave no question unanswered when it comes to what buyers want to know. The location and type of home will determine which sites we upload your listing to. This will ensure maximum local, out-of-area and international exposure to hundreds of thousands of agents and buyers.

Social Media Advertising Campaigns
While strategically targeting the right demographic for your home, we carry the same great visuals to our Facebook, Instagram and YouTube ad campaigns to garner social views and more eyes on your listing.

Proactive Outreach
Using email, text, phone and social channels - we actively tap into our ongoing network of active buyers as well as local and out-of-town agents to find all potential buyers. Print marketing (from local postcard announcements and door hangers) to magazine quality feature sheets ensures everyone in your community will know about your listing.

Virtual & Video Open Houses
These are a great way to showcase your home to both agents and potential buyers instantly and safely.

For a deeper dive into exactly what we would do to get your home sold fast and for top dollar, let's get together, virtually or in-person.

Step 3

Preparing Your Home to WOW!

Once you've set the price, your next step in the journey is preparing your home to WOW buyers from the moment they drive up.

This is more important than you might think. REALTORS® repeatedly find that people cannot visualize the potential of a home. They have to see it. That means how your home shows now is how people see themselves in it. They can't see past the chips, leaks, clutter and stains – in fact, they tend to focus even more on those things.

You can, however dramatically improve how your home shows with a few quick and easy fixes.

The 3 R's of Prepping Your Home for Sale

1 | Remove

Get rid of as much clutter as possible. Give it away, sell it at a garage sale, put it in storage, but just get it out of the house. You want your home to look spacious and tidy.

2 | Repair

Chipped paint, cracked tiles, squeaky hinges, loose handles, leaky faucets, fix everything you can. If need be, hire a handy person or contractor to help.

3 | Renew

Clean, clean and clean again. It's that important. You want your home to look guest ready. Organize each room so that it looks like a showcase. A fresh coat of paint can go a long way to dramatically improving the look as well.

Sound overwhelming?

Here's the good news: Everything you remove, clean or repair helps to sell your home faster and for a better price. So it's like getting paid to do it!

Staged homes sell

49%

faster and for

7–11%

more money*

*Source: NAR

Step 2

Pricing Smart

First, it is important to understand that only the market can determine the ultimate value of your home. That said, choosing the optimal list price is essential to ensuring you get top dollar!

Setting a list price for your home is no easy task but it's a critical one.

Depending on market conditions, too low, you risk not getting as much as you possibly can. Too high, you risk losing buyers, not to mention the fact that overpricing simply helps competitive homes sell faster.

To complicate this, your home is an emotional asset. It's hard to see it objectively as a "product" for sale.

Finding the optimal price is an art that great agents spend their careers mastering.

Pricing today requires a combination of market expertise, an exhaustive study of similar homes for sale, previous sales and some old-fashioned street smarts.

Pricing your home right form the start will result in the highest exposure, more showings, more offers and ultimately the highest price for your home.







What to Look For In An Agent

Highly Skilled, Real Estate Area Expert
On the pulse of all local market activity and the intricate knowledge of active and past inventory. They keep you informed and are by your side every step of the way.

Marketing Genius
They know exactly how to set the ideal price for your property, so that it sells quickly and for top dollar. They also know how to promote your listing effectively, to attract the most qualified buyers.

Skilled Negotiator
Negotiating requires expertise and skill, period. Great agents have mastered this art and bring confidence and calm at offer time. They guide you through the negotiation process helping you understand what to include, what to give up and most importantly, when to walk away if reasonable terms cannot be reached.

Someone Who Makes Things Easy
Not only to handle the minutia of paperwork, but your agent should recommend reputable movers, contractors, and other professionals you need. Your agent does the heavy lifting so you can sit back and enjoy the process.

Step 1

Choosing The Best Agent For You

The vast majority of sellers use a real estate agent and for good reason. Listing and selling your property is one of the largest and most complex financial decisions of your life. A highly skilled agent can ensure your home sells quickly and for the best price - all while making the entire process easier and stress free.

Consider this:

1 | Pricing is a Real Art

The biggest factor is determining how quickly your home sells will be the price and deciding that price is harder than it seems. It takes market expertise, experience and skills as even 1% more for your home can mean thousands to your bottom line.

2 | Negotiating Skills Count

Negotiating is not just presenting an offer and seeing what happens. Great negotiators have impeccable communication skills, finesse and fearlessness to help you achieve the best result. This requires a professional.

3 | Marketing is Complex, Multi-Pronged

Marketing a home today is well beyond a lawn sign and MLS®. In fact, the most successful marketing plans involve a targeted, multi-pronged approach (both offline and online) to ensure your home is not only beautifully displayed but also visible, literally everywhere!

4 | Showings are #1

Making sure your home shows beautifully is part one. Part two is making it easy for potential buyers to see your home. Being flexible with showings is key.

5 | The Paperwork is Complex

Real estate is a highly specialized field with its own rules and a lot of technical and legal paperwork. A great agent will dot the i's, cross the t's, ensure no deadlines are missed and your interests are protected.

Becoming An Informed Home Seller

If you're thinking of selling, no doubt you have a myriad of questions.

What's my home worth?
Should I use an agent or go it alone?
How do I make my home attractive to buyers?

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

This resource guide will help.

We know selling your home is a journey, and the more informed you are about what to do and expect along the way, the more successful your home sale will be.

Ideally you want that journey to end with your home selling quickly and for the best possible price.

This resource guide will get you there. Just think of me as your personal tour guide along the way, here to answer any questions you may have.

Let the journey begin. Enjoy!



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