

# HOME SELLING GUIDE



ONE PERCENT HOMES™

## HOW TO MAXIMIZE YOUR HOME'S SALE PRICE

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**THESE TIPS WILL GIVE YOU AN  
ADVANTAGE WHEN YOU START  
PREPARING TO SELL YOUR HOME**

Your home is an investment and it should be treated as such.  
This guide will save you time, energy and money.

**ENJOY THE READ**

**416 262 8015**



# PREPARING YOUR HOME TO SELL QUICKLY AND FOR THE MOST MONEY

## Start with the basics



**EVERYTHING FROM FLOORS TO WINDOWS MUST BE SPOTLESS**



**REMEMBER TO CLEAN THE OVEN AND OTHER MAJOR APPLIANCES (INCLUDING SKYLIGHTS)**



**KILL THE OFFENSIVE ODOURS**

They are the first things buyers notice, and often a permanent turnoff. Buy some air fresheners.



**ELIMINATE CLUTTER**

## Outside the home (Curb Appeal)



**CLEAN THE DRAIN GUTTERS**

If they are full, buyers will ask - what other possible maintenance issues are there?



**TRIM THE HEDGES**

Pluck the weeds. Repair the retaining walls. Store or organize items that make the yard look messy. Power wash the sidewalk and driveway.



**USE OUTDOOR LIGHTING**

It works wonders in the evening when would-be buyers drive by.



**FIRST IMPRESSIONS ARE KEY**

Make your front entry inviting. Decorate it, paint the door or buy a new door. This is the first look at the home, so make it a good one. Buy an attractive doorknob set & mailbox.

## De-personalize

### **TRY TO EVALUATE YOUR HOUSE AS IF YOU ARE SEEING IT FOR THE FIRST TIME.**

What are the homes best features and how would you show them off?

### **PUT AWAY SMALL KITCHEN APPLIANCES**

and other items sitting on countertops and tables



### **REMOVE PERSONAL PHOTOGRAPHS FROM TABLE-TOPS**



### **ORGANIZE THE CLOSETS!**



### **CREATE A MOOD**

make buyers feel welcome and warm upon entry to the house. If you're near water, try breezy fabrics and blue-green colours that remind us of the beach.

## Pack it up



### **REMOVE EXCESS FURNITURE**

to make rooms appear more spacious



### **STORE BOXES OFF THE PROPERTY**

by renting a temporary storage unit so the de-cluttering is more manageable.

## Expose Desirable Features, Add Some Life & Freshen Up



### **REMOVE RUGS**

if they're covering up nice hardwood floors



### **REMOVE HEAVY DRAPES**

that keep out natural light, especially if there's a great view out the window



### **LIVING (NOT ARTIFICIAL) PLANTS**

go hand-in-hand with nearly any home staging theme



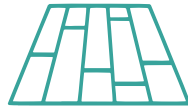
### **HOW ABOUT A FRESH COAT OF PAINT?**

## Staging



**A STAGING CONSULTATION IS PROVIDED (IF REQUIRED). MOST PEOPLE KEEP THEIR HOME LOOKING GREAT AND IN EXCELLENT CONDITION, BUT SOMETIMES IT'S GOOD TO HAVE A PROFESSIONAL DESIGNER WITH A KEEN EYE TO SPOT SOMETHING WE DON'T.**

## Pay Special Attention



**TO YOUR KITCHEN, BATHROOMS AND FLOORINGS AS THESE ARE CONSISTENTLY IN DEBATE WITH MOST BUYERS. IF THESE ROOMS SHOW WEAR/TEAR AND LOOK DATED, IT WILL LEAD TO A LOWER SALE PRICE.**

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There is no one size fits all approach to selling a house. Each home is unique and should be treated as such.

We can help you assess which things need to be addressed, and we do so in an honest and forthright manner. Call us today.

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## WHEN IS THE BEST TIME OF YEAR TO SELL YOUR TORONTO HOME?

WE FIND THE BEST MONTHS TO LIST A HOUSE FOR SALE IS EITHER APRIL OR MAY (FAMILIES CAN PLAN FOR THEIR NEXT SCHOOL YEAR) OR SEPTEMBER (WHEN SCHOOL IS BACK IN SESSION AND A SENSE OF CALM HAS RETURNED), WHEN BUYERS ARE MOTIVATED AND THERE ARE SIMPLY MORE PEOPLE LOOKING.

Real estate in Toronto is seasonal, with December, January, February and August usually being the slowest months. Mainly due to snow, cold weather or cottage season.

### ASSESS THE CURRENT COMPETITION IN TORONTO

At any given time, there are only so many buyers looking for the kind of house you live in. If there are many houses for sale on your street or in your given neighbourhood, it may be best to wait until these are sold prior to listing. On the other hand, if you are the only 3-bedroom house with parking and a garage, your home will drive the most visits compared to its peers.

### THE OVERALL STATE OF THE REAL ESTATE MARKET

Interest rates and consumer confidence affect prices. While the Toronto market has been on an upswing for a long time, like any other type of market, what goes up always has the chance to go down. Every year Toronto real estate sees its ebbs and flows. Ask us to help determine the best time of year to list your home for sale.

### HOW TO PRICE AND MARKET YOUR TORONTO HOME

#### DETERMINING MARKET VALUE

Market Value is the highest price paid for a property if it is exposed for sale on the open market with reasonable time to find a purchaser who has all the available knowledge at his/her disposal. It is the price that works for both the buyer and seller with neither being under abnormal pressure.

#### PICK A STRATEGY THAT WORKS FOR YOU

PRICING LOW  
TO CREATE A  
BIDDING WAR

PRICING HIGH  
INTENDING  
TO NEGOTIATE

PRICING  
AT MARKET  
VALUE

There are benefits and risks to each method listed. It is best determined on a case-by-case basis, weighing in the current market conditions and your home itself.

### BUYERS ALWAYS DECIDE HOW MUCH YOUR HOME IS WORTH

Savvy buyers use the internet and the following comparisons today to determine how much they want to pay for a home.

- Interest rates and consumer confidence affect prices.
- Recent sales on your street and in your immediate neighbourhood.
- Current market conditions (interest rates & seasonality).
- The size, finish and condition of your home.
- Location, location, location. If you are within 850 metres of a subway entrance, your home is 10% more valuable than if you were to be outside this range.
- Do you have parking and/or garage? Do you have laneway access?
- Is your basement finished and underpinned to a living 7-foot height?

# MARKETING YOUR HOME: ONLINE AND PRINT MARKETING ARE TWO KEYS FOR SUCCESS



## ONLINE

A combination of MLS (used by agents and buyers), realtor.ca, Facebook marketing, Google AdWords, email marketing & other hyper-targeted social media channels (geo-targeting: find buyers looking in your area online). With 92% of Buyers starting their search on the web, being found online is critical.



## PRINT

For sale signs, open houses, photography, local mail postcards, feature sheets for your home & local real estate magazines should all be part of a cohesive marketing program. People still like receiving mail and feeling the paper in their hands! Print still works.

## Common mistakes when selling your home

### OVERPRICING

If you are not priced competitively, you do yourself a disservice and help sell the homes priced more appropriately in your neighborhood.

- You will have less showings. **PRO TIP:** the lower the price point, the more foot traffic you will generate.
- Less competition.
- Pricing too high helps sell competing properties.
- Bank appraisals. If you price too high, the appraisal may fall short of the offer and the buyer will cancel the offer outright.
- More suspect to low ball, wildly varying offers.

### NOT REPAIRING MAJOR ISSUES PRIOR TO LISTINGS

Buyers want a home. Not a risk that will be suspect from the first visit. Effort needs to put in to expect good results.

### DON'T LIMIT THE MARKETING & EXPOSURE OF YOUR PROPERTY

You need to use all the available tools at your disposal.

- Print, online and an agent who cares. An agent who digs deep and thinks of creative ways to get your property in front of as many eyeballs as possible. The more people that see the house, the better chance of receiving multiple offers to choose from.
- Dogs, cats and other animals need to be taken away temporarily until the home is sold.
- Be available at ALL hours of the day to show your home (8am-9pm). Leave for 1 hour, grab a coffee, and then come back afterwards. Do not hover. The more comfortable a buyer feels, the better chance they fall in love.

### INTERVIEW MANY REALTORS TO FIND ONE YOU LIKE AND CAN GET ALONG WITH

I like to tell people that we will be seeing so much of each other during the time a house is listed for sale, you'll have no choice but to become my friend in the process! You need someone who is experienced, can remain calm and can handle all situations with integrity. Ask for a history of recent sold properties and experience in the business. Call an agent's referrals to ensure all is accurate. And most importantly, trust your gut.

