YOUR ULTIMATE GUIDE TO

SELLING A HOME

EVERYTHING YOU MUST KNOW BEFORE YOU SELL



THE HOWARTH GROUP

EST 2021

A little about us



Our success begins with personality—our bubbly, trustworthy demeanor sets us apart in the real estate industry, where relationships and creativity are paramount.

Diversity is our strength. Amidst countless options, we prioritize face-to-face interactions, fostering personal connections over impersonal tech-driven approaches.

Dedication defines us. By merging business acumen with creative thinking, we consistently deliver innovative solutions and drive results for our clients in the ever-evolving real estate landscape.

-Bev & Teneah

What you can expect working with us

We're *Curious*

We want to have a clear understanding of your goals, who you are, and what your home means to you.

We're *Committed*

We bring our A-game to every transaction, and we're committed to achieving the best possible outcome for our clients.

We're *Proactive*

We're always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

We're *Personal*

We believe in building relationships with our clients and treating them like family because in the end, that's what leads to the best possible results.

01



Prepare for the Market

Consider Home Repairs

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the leg work now will not only boost the sale price of your home, it will keep the sales process moving quickly once a buyer shows interest.

Call us first to ensure the repairs you prioritize align with maximizing your home's market appeal and value when selling!

02

Strategic Marketing



Pricing Your Home

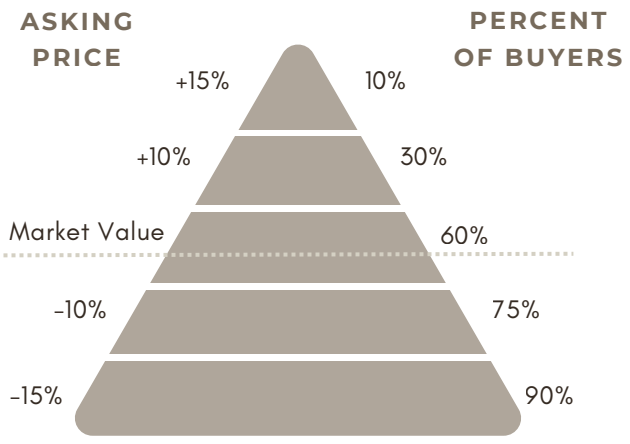
Here's something that may surprise you...

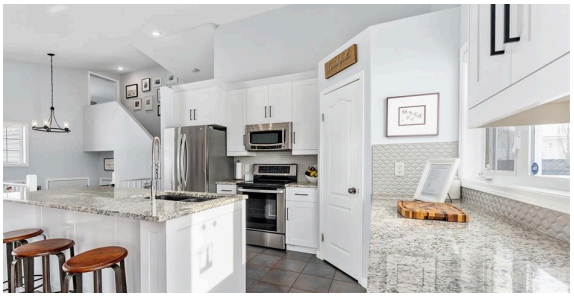
Properties that are priced right from the beginning *typically sell for more in the end.*

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

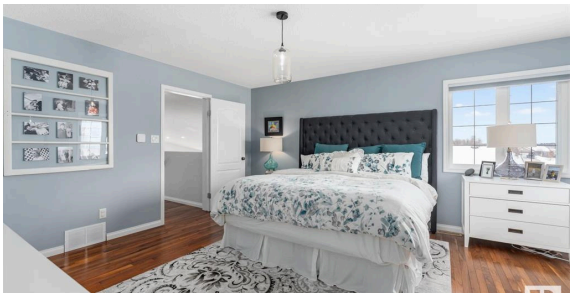
A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.









What's the big deal about listing photos & videos?

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos and videos, showcasing the best qualities and features of your home.

Because of this, we work alongside the photographers to capture your home in the very best light, at no cost to you

The photos to the left are examples from previous listings.

What's Included in our Marketing Plan

- Displayed on brokerage website
- Displayed on personal website
- Social media marketing campaigns
- Virtual tours
- Professional photography (Including Drone photos)
- Variety of Videography
- Exclusive sneak peeks when possible
- Yard sign captures
- Agent previews when required
- Consistent Networking and Relationship Building
- Continual Improvement and Adaptation

03



Showing Your Home

Homes show best when the homeowner is not present. We will provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, we are notified. That means no one is accessing your home without our knowledge.

After each showing, we will share any feedback we receive from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.

Home Showings Checklist



- [ ] Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- [ ] Remove personal items, documents, excess furniture, and clutter to create an inviting atmosphere.
- [ ] Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- [ ] Turn on lights and open curtains to invite natural light.
- [ ] Close toilet seats and shower curtains. Put out fresh, crisp linens.
- [ ] Make sure all beds are made.
- [ ] Arrange for pets to be taken out of the house during showings and tidy up any pet-related messes.
- [ ] Add fresh flowers or a bowl of fruit to add a welcoming touch.
- [ ] Set the thermostat to a comfortable temperature well before guests arrive.
- [ ] Ensure that all dishes are cleaned up and the kitchen is pristine, as this is one of the home's best selling points.

04

Under Contract



This process begins once we accept an offer on the home. Here are the major milestones to expect:

Loan Approval and Appraisal: The buyer's lender evaluates the property's value to determine if the buyer qualifies for the mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

Buyer's Due Diligence: The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

05

The Closing Process



This process begins once the sold sign is up. Here are the milestones to expect:

Final Walkthrough: Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

Closing Day: The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.

SMOOTH CLOSING

- [ ] Ensure that you have completed all necessary repairs and terms as outlined in your purchase contract
- [ ] Lawyers Appointment
- [ ] Schedule a cleaner and any other required services as needed

BEFORE HANDING OVER POSSESSION OF YOUR HOME, PLEASE ENSURE THE FOLLOWING ITEMS ARE COMPLETED:

Utilities & Services

- [ ] Utilities & Services (Schedule Changes) Arrange for disconnection or transfer **effective possession day:**
  - Electricity
  - Natural Gas
  - Water/Sewer (if applicable) - ***City of Cold Lake***
  - Cable / Phone
  - Cancel or Transfer Additional Services

Insurance & Taxes

- [ ] Cancel or transfer home insurance effective the day after possession (to avoid gaps in coverage).
- [ ] Notify the municipality to stop property tax billing (if not handled by lawyer).

Mailbox Key Return

- [ ]
  - Plan to return your community mailbox key to your local Canada Post office
  - Set up mail forwarding

Final Walkthrough Prep:

- [ ] Before leaving the property, ensure:
  - Heat is set to a reasonable temperature
  - Water and electricity are still on
  - All appliances are in working order
  - Lights are functional
  - No leaks or issues are present
  - No personal items are left behind
  - All agreed-included items remain
  - Property condition matches the contract

Secure the Property

- Lock all doors and windows
- Close garage doors

- [ ] **Keys & Access - Provide these to your us or make pre-arranged handoff plans.**
  - **All keys**
  - **Garage openers**
  - **Security/access codes**

AFTER POSSESSION

- Ensure utilities have been successfully transferred/disconnected
- Confirm insurance cancellation
- Verify mail forwarding is active

Ready to Sell Your Home?

THE HOWARTH GROUP

Thank you for trusting us with the sale of your property. We are honored to represent you and guide you through the process. Our goal is to ensure that you are comfortable every step of the way.

Have more questions? We're always available to help! Shoot us a text or give us a call for the quickest response. Helping our clients sell their home for top dollar and with the most ease is what we are passionate about - We're always here to answer your questions.

— Bev Howarth & Teneah Farris

780.207.5811 OR 780.815.0783
Howarthbev@gmail.com | Farris.teneah@gmail.com
TheHowarthGroup.ca
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A DIVISION OF RE/MAX PRAIRE REALTY