



The Ultimate Home Seller's Guide

What you can expect, from start to finish!

By Jeff Brown & Team

Your Local Real Estate Experts

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First Things First

First and foremost, congratulations on deciding to sell your home! We are looking forward to helping you get it sold!

Selling a house is a fun and exciting process, but it can also be stressful and aggravating at times.

Which is why we are giving you this ...

We do everything possible to make sure the whole experience goes as smoothly as possible.

Many of the things that are stressful or aggravating can be avoided (or handled better) as long as you know what to expect and do it ahead of time. So please, give this a quick read and refer back to it throughout the process of selling your home.

While this guide will not get into every *little* detail about the process (we will be taking care of a lot of things behind the scenes which you will never need to worry about)...

... it does get into some things you should know about, which will save you time, effort, money and heartache.

Mission POSSIBLE



Our mission is pretty simple:

To help you sell your house for the highest amount the market will bear in as short a time as possible!

How long your home takes to sell depends on many factors (a lot of which we will address in this guide). However, we can assure you that we will help you sell it as quickly as *possible*.

Please note much of this depends upon *you* as well! Getting the best results only happens when clients make the best choices and decisions along the way, which this guide should help you do.

Factors We Control

1) Listing Price

The buyers in the market ultimately determine the market value of your home. It is only worth what a willing, ready, and able buyer is willing to pay. This should be in line with the value we see in the CMA (Comparative Market Analysis) that we do with you.

It is important to understand that many sellers overprice their home because:

- They think they should have “wiggle room” to end up with the price they want/need to get.
- They add every dollar of improvements they have made to the house over the years.
- They add their memories and emotions onto the actual value.

When an owner over-prices, for any of these reasons, they usually lose the market's interest by being out of line with the market. This causes their home to sit there, accrue days on market, and cause buyers to wonder, “What's wrong with the house?”

PRO TIP: Is to listen to all the data and price your home accordingly. That will end up saving you a lot of time, money, and aggravation.



2) Condition of Your Property

Curb appeal is a buyers first impression. Make sure the lawn is trimmed or the snow is shovelled with easy access to get to the front door.

Declutter, declutter, declutter. We always say to imagine a person weighing 400 lbs walking through your home. They should be able to get around without any interruption.

Make sure you give your house a good cleaning once a week. But on a daily basis, you should make sure to tidy up and do some things that may slip through the cracks when your house is not for sale. At the end of this guide is a list of some steps to take before leaving the house for the day and/or before showings.

We understand and respect that life goes on even while you are selling a property and everyone has their own schedule. By keeping each other informed, offering as much flexibility and availability as possible to allow access to all potential buyers, this will result in more showings and an efficient sale.

3) Our Marketing Plan – Maximum Exposure

While the MLS will do much of the heavy lifting to expose your home to the market, it may not be enough to reach the entire market. The MLS is certainly important, but so is all of the additional marketing we will do to make sure anyone who may be interested in your house also sees it.

Here is how we will be marketing your home:

- Professional photography and videography.
This is so important as nowadays, buyers have pretty much seen your home before they even step foot into your house using their phone or computers! At the end of this guide you will find a list of steps to take to get the best pictures and video taken.
- A yard sign of course!
- Paid ads in Winnipeg Real Estate News, Facebook, Instagram.
- Our personal agent website TeamBrown.ca, our company/broker website, many more websites and many other social media platforms including YouTube, Twitter, etc. plus we are always staying on top of all the new social media trends. We are continually adding to our marketing strategy.
- Directional signs for open houses.
- Full color feature sheets of your home.
- Marketing to our past, present clients and multiple networking groups.

Terms of The Offer



You are always in control of accepting, countering or declining an offer. Not every single offer is great in the beginning but do not let this discourage you. This is where our strong and experienced negotiation skills will help to possibly bring that offer to an acceptable one.

Please note a great offer is not necessarily just about the offered price, an offer may have a few conditions or terms on it as well.

Terms: The price the buyers want to pay, inclusions, exclusions, possession date, and any other written in terms.

Conditional offers may include: Property Disclosure Statement, Financing, Home Inspection and/or any other written in conditions.

PRO TIP: It is great to have a strategy whereby you know ahead of time what you are willing to compromise on and, as far as price goes, how much. **Team Brown** is here to help you, give you experienced advice, negotiate on your behalf to get you the best possible offer and will explain everything to you in detail and make sure you are comfortable with your final decision.

We take a lot of pride (and money!) in the time, thought, marketing, and advice we give to our clients, which is why we like to look at the relationship with our clients as, we are “partners” in this together.

It's SOLD! Congratulations!



All you require now is a lawyer and if you do not already have one, we can refer you some. We highly recommend using a real estate lawyer.

What is the process?

1) Start planning and packing! We have a moving checklist available for you anytime you would like it.

2) Your lawyers office will contact you and have you come into their office, usually around five business days before your closing day (possession day). They will require two pieces of ID, at least one key to the property and be prepared to sign many documents. Your legal fees and disbursements will most likely, come out of the sale proceeds from your home.

When will I receive the money from my sale?

Typically the funds will be available 3-4 weeks after possession date, however, there are other programs that may get you your money on possession depending on the lawyer you choose.

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Some Testimonials:

"I heard through a couple of friends how wonderful Jeff and Colette are as realtors. When it was time for me to sell I jumped at the chance to use them and voila our house sold on offer day. I was so nervous about the whole process especially living in an old house, on a busy street and through Jeff's enthusiasm and Colette's ability to calm me though the process, I sold my house stress free and will refer them to all my friends buying and selling. Wish you all the best of luck!"
- Lisa

"I was very impressed with the way Jeff and Colette handled the sale of my house. Right from the start when I first called Jeff to sell my house he kept me informed on how things were progressing. There were some areas that needed some work and he contacted someone who helped me with that. Within one week we had an offer on my home and Jeff made sure I got what I wanted. He gave me the confidence that I needed right from the start."
- Sally Slack

"We were extremely happy with Team Brown. Jeff and Colette went above and beyond in every possible way, both in marketing and selling our rather unique home and in helping us to find and buy our new place, which we both love!! I don't often make public endorsements, but I would be truly happy to see anyone I care about work with this team. Thanks, guys!!"
- M.Kettner

"Definition of excellence ... Team Brown! Their knowledge and service is like no other! They are the right choice for all your real estate needs!"
- Suz

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Before The Photographer Arrives

- Declutter every room.
- Make sure the house is clean.
- Make sure all beds are made and there is no laundry on the floor.
- Hide unsightly things like laundry baskets, garbage cans, vacuums, etc.
- Take down as many “personal effects” as possible (pictures, things hanging on the fridge, etc.). Buyers want to see their future home not your old home.
- Make sure all light bulbs are working (for brightness) and all windows are clean inside and out.
- Hide all pet belongings (food dishes, beds, toys, etc.)

PRO TIP: If there's a particularly good time of day at your house to capture the best light and you know when that is, let us know so we can schedule accordingly!

Before Leaving The House For The Day and/or Before Showings

- Make sure all the dishes are either in the dishwasher or washed and put away.
- Put lights on and open curtains so the buyers walk into a bright home.
- Make sure all the beds are made.
- Tidy up the bathroom vanity...don't leave toothpaste and brushes etc. on the sink.
- Make sure there's no food, crumbs, or stains left anywhere.
- Give the floors a quick sweeping and vacuuming if they need it.
- If you have pets, make sure they are out of the house or are secured if necessary.
- Make sure there are no odours from cooking, pets, smoking, etc.

PRO TIP: Do not leave valuables around. They should be safe since agents accompany their buyers and are responsible but it can sometimes be difficult to watch everyone in a busy open house. Nothing has ever been taken from one of our sellers...but why take a chance?

Compliments of:



Jeff Brown

REALTOR®

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Jeff Brown exemplifies integrity, energy, hard work and true customer service in every detail of your real estate transaction. Jeff has lived his entire life in Winnipeg and started his sales habit early in life working in restaurants. He has since built a successful career in real estate since 2005 being a top producer every single year. He has worked every aspect of the industry representing sellers, buyers, investors and banks in the residential market. This includes all types of houses, condos, income properties, new home sales, vacation properties and commercial properties.

Jeff is a family man with his wife and very loveable dog, Doug. In his spare time and on a nice day, you can probably find him on the golf course with clients, friends, or family. Jeff enjoys a good happy hour with friends, the sounds of great music, laughter, fishing, giving back to the community and spending time with his family. Entertaining is a year round passion as he has a love of being around people and with his past experience, is an amazing fun host. As he enjoys to keep busy he is also the Director of Charity for the brokerage and is the Vice President of his Business Networking Group.

Jeff is passionate about the needs, wants and goals of his clients. Clients choose to work with Jeff for his full service, ethics, experience, strong negotiation skills and his overall expertise. Jeff has consistently shown the ability to satisfy clients in the buying and selling of their homes. He is thankful for his strong base of loyal repeat customers and referrals which is the reason he has been so successful since he started in this incredibly competitive sales environment.

Quite simply, he is trusted.