

PRE-LISTING ORIENTATION



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LOW COMMISSION . EXPERT ADVICE

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WELCOME

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This Pre-Listing Orientation was created with one simple thing in mind:

To clear the clutter and become the ONLY Pre-Listing Orientation you will ever need concerning selling your Toronto (or Greater Toronto Area) home for the highest price possible.

If you're like most, you may have noticed the immense amounts of information concerning selling a home. As a matter of fact, I challenge you to Google "real estate in Toronto" and see what comes up.

Experts claiming that the housing bubble is one interest rate raise away from exploding. Pundits proclaiming housing prices are steadily on the rise. Journalist and media outlets saying that it's "crunch time" for Toronto home sellers and buyers, and lastly, Real estate agents saying that now is THE best time to put your home on the market...if I recall they've been saying that since 2008, and we all know what happened to the market then.

See, nowhere is there simple, easy to digest, useful information on what needs to happen for you to sell your home. Studies show that the average Canadian moves approximately every 5 years, so if you've done it before, a little refresher never hurt. If it's your very first time, the whole process can indeed seem slightly daunting.

- Do I need to get my home staged?
- Do I need to do repairs? If so, what kind?
- When are the best times to move?
- What are my options when selling?
- Do I need to host open houses?
- How do I find a good Realtor?
- What price should I list my home for?
- What EXACTLY is "market value" and how does it affect me?

You get the idea. Your list of questions can often exceed your available answers and you have no intention of spending the next 68 minutes online or in your local newspaper digging for answers.

Well, you need not worry because this trusty guide is going to save you time, energy AND money. Your home is an investment, and it should be treated as such, and with the hoards of information available (some great, some complete rubbish) you deserve to have a resource you can refer to immediately should you need to sell your home today or 6 months from now. Not only that, but Toronto is a special area and things that apply here, sometimes won't (or don't) apply to other parts of the city.

Please enjoy.

Andrew Doumont,
Lead Partner

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PREPARING YOUR HOME TO SELL QUICKLY AND FOR THE MOST MONEY

There are many television shows today that focus on home staging and audience members asking, "How to stage my home for a faster sale?". They all say the same thing: do not even consider putting your house on the market until you have taken a close look at its condition.

Experienced sales people know that you only have one shot at impressing potential buyers, so take some time to prepare your home for showings. You will be rewarded with a faster sale and a higher offer.

START WITH THE BASICS

- Everything from floors to windows must be spotless. Remember to clean the oven and other major appliances (skylights should be crystal-clear, too). Kill the offensive odors. They're the first thing buyers notice, and often a permanent turnoff.
- Eliminate clutter.
- Put away small kitchen appliances and other items that are sitting on countertops and tables.
- Remove photographs from table-tops.
- Organize the closets.

OUTSIDE TASKS

- Clean the drain gutters. Buyers almost always comment if gutters are full of leaves and it makes them question other maintenance issues.
- Store or organize items that make the yard look messy.
- Make your front entry inviting. Decorate it, paint the door or buy a new door. It's the first look at your house, so make it a good one.

TIPS FOR VACANT HOMES

- Vacant homes often greet Real Estate Sales Representatives and home buyers with a blast of stale or mildew-laden air. As soon as buyers smell mildew, they are out the door. Deal with the mildew before you list the house.
- Have you ever noticed that during colder months the interior of a house without heat always feels colder than it is outside? Leaving the heat or air conditioning running while a home is on the market reduces odors and makes the house more inviting.
- Keep the lawn and landscaping tidy, even if you have to hire someone to do it.

DON'T TAKE IT PERSONALLY

- The first step is to separate yourself from any personal feelings you may have about your home. It's not your home now; it's a commodity you intend to market. As the seller, you must trust your own instincts. Try to evaluate your house as if you are seeing it for the first time.
- If you were a home buyer, what would you think about the house?
- What changes would make immediate improvements?
- What are the home's best features and how can you show them off?
- How about a look that says "comfort" or a popular decorating theme, such as the vintage, casual look of Shabby Chic.

CREATE A MOOD

- Is there a mood that you'd like to create? If you're near water, how about breezy fabrics and blue-green colors that remind us of the beach? Study the house, brainstorm, and speak to your friends or family members about possible ideas.
- Bake bread during showings, or place a fresh loaf in a basket on the counter to create a warm and homey atmosphere.
- Classical music playing softly in the background is nice, but choose something that enhances the mood you are trying to create.

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PACK IT UP

- Pack away most of your family photos. Buyers should be able to imagine their own possessions in the home. When home buyers start deciding how their furniture will fit into your rooms, you're on your way to an offer.
- Pack up the bulk of large, personal collections, so that buyers don't get so distracted by them that they forget to look at the house.
- Remove excess furniture to make rooms appear more spacious.
- Store boxes in an out of the way location or rent a temporary storage unit so you can de-clutter every part of the house.

EXPOSE DESIRABLE FEATURES

- 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 windows.

ADD SOME LIFE

- Living (not artificial) plants go hand-in-hand with nearly any home staging theme.

FRESHEN UP

- How about a coat of fresh paint? Are walls in the house dingy?
- Are the colours dated? Should you clean curtains or other window ornaments?

ESSENTIAL CURB APPEAL

In addition to keeping the lawn nicely trimmed, there are other elements you can add to grab a buyer's attention before they walk in the door:

- Use outdoor lighting. It does wonders in the evenings when many homebuyers drive by.
- Buy an attractive doorknob set.
- Sweep the driveway; pressure wash the house or sidewalks if necessary.
- Enhance landscaping.
- A great overall impression is often enough to make a buyer more lenient about minor repairs that may be required. You want them to fall in love with the house as soon as they see it from the street.

You would be surprised how many home sellers neglect these things, but all of them on their own or combined, can mean the difference between a buyer selecting your home, or the one down the street.

Be sure to also pay special attention to your kitchen and bathrooms, as those are consistently considered important in the eyes of buyers. If these rooms show signs of age or severe wear and tear, again, your selling price WILL be affected.

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SELLING OPTIONS

There are only 4 options available to property owners when considering selling.

OPTION #1

Decide that you can't or won't sell in today's market.

OPTION #2

Decide to sell yourself:

- FSBO (For Sale By Owner)
-

OPTION #3

Hire a traditional real estate salesperson.

OPTION #4

Hire a real estate consultant who takes a collaborative approach to make sure YOU get exactly what YOU want. Not by "saying" all the right things, but by DOING all the right things.

So how do you find and determine whether or not you're working with a traditional real estate salesperson, or a real estate consultant?

Well here are a few things to look for and questions to ask. In case you're wondering, unless you decide to sell on your own, you should absolutely interview a few individuals before entrusting them with the sale of your home.

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QUESTIONS FOR THE OWNER TO ASK WHEN INTERVIEWING REAL ESTATE AGENTS

The sale of your home could well be the most important financial transaction you have ever been involved with. The person you select can make it a satisfying and profitable activity, or a terrible experience. It's your home, and your money. The choice of your Realtor is up to you.

MAKE THAT SELECTION CAREFULLY!

WHAT DO YOU NEED TO ASK?

There is a way to determine who is most likely to succeed in getting your home sold. The key is knowing the right questions to ask.

Select a Realtor based on criteria specific to the company, the competence of the person, and the service provided. Never base your choice on price. A Realtor has no control over your local market conditions. It would be wiser to select a Realtor first, then discuss price. Don't encourage or allow agents to "bid up" the price to get your listing. True professionals will give you candid feedback and factual information so you can price within the market

The following list provides you with questions to ask your prospective realtor. This list will not only help you choose the right agent, but will also ensure that the one you select will be the best realtor to sell your home!

1. How long have you been in the business full-time?
2. How many listings do you take in the average month? How many sales do you have monthly?
3. How long have you been working in this area?
4. Do you have a written marketing plan, specifically designed to get my property sold? What major marketing programs have you designed to ensure that my home gets sold?
5. Will my property be on the Multiple Listing Service? How will you set my listing apart from the crowd? In what ways will you encourage other agents to sell my property?
6. Will you produce a professionally typeset flyer of my property which will include as a minimum an exterior photo?
7. Will you market my property by direct mail to potential buyers?
8. Do you have full-time personal assistants who see that no details are overlooked and who call neighbors around my property looking for buyers?
9. Will I receive a marketing update of my property on a weekly basis?
10. How many potential buyers do you talk to on an ongoing basis? How many hours a day of prospecting do you do?
11. Do you have a list of vendor references for me to review.
12. What is my property going to sell for? What should I be listed at? How did you arrive at that price?
13. What ongoing education have you enrolled in over the past 12 months to improve your level of service to your clients?
14. How will you assist me in my relocation plans locally or out of the city (if that is necessary)?
15. How do you rank among your peers - are you among your company's top realtors?

Do you see how valuable these questions are? You can almost ask them of any realtor over the phone and save yourself and them the time of coming out to your home if their answers are not satisfactory!

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QUALITIES IN A SUPERIOR REALTOR

When choosing an agent, expect excellence! That's right.. excellence! A real estate representative will display certain characteristics or traits, all of which add up to real estate excellence.

WHAT ARE THOSE TRAITS?

Commitment, superior knowledge, empathy, enthusiasm, consistency and determination are but a few. Here's why these traits are so important when selling a home.

1. COMMITMENT

Commitment is evidence of the desire to achieve an objective. When you list your home for sale, the objective is a favourable sale. Would you want anything less than your agents total commitment to that objective?

2. SUPERIOR KNOWLEDGE

Superior knowledge is the direct result of two things: (1) Formal Education and (2) Daily contact with buyers, sellers, attorneys, lenders, fellow agents and others directly involved in real estate in the area you are interested in. Look for an agent who regularly pursues additional training and who is active in the local real estate market.

3. EMPATHY AND ENTHUSIASM

Empathy and enthusiasm can be found together in the successful agent. Look for a person who listens carefully to what you say, and responds with energy, a good attitude and a smile. Such an agent will attract buyers and sellers.

4. CONSISTENCY AND PROFESSIONALISM

Consistency and professionalism can usually be found together. Look for an agent willing to repeat the same tasks over and over without quitting. Locating a buyer for a home, or a home for a buyer, is not a simple task.

When choosing an agent, ask questions - lot's of them! Look for the traits mentioned above to ensure a good home sale experience. Now that you've thoroughly hand selected your agent, here lies the fun part:

Determining the value of your home and pricing it properly.

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OUTLINING THE CURRENT SELLING CLIMATE

OUTLINING THE CURRENT SELLING CLIMATE

1. TIME OF YEAR

Real estate in Toronto is seasonal, with December, January and August usually being the slowest months. We find that the best months to list a house for sale in Toronto are February, March, April and September, when Buyers are motivated and the other Sellers are busy preparing to list their homes for sale in the “spring” or “fall” markets.

2. CURRENT COMPETITION IN TORONTO

At any given time, there are only so many Buyers looking for the kind of house you live in. If those Buyers have a big selection of houses like yours to look at, you can expect to have fewer showings and fewer offers which will usually (but not always) result in a lower price. On the other hand, if you’re the only renovated 3 bedroom house with a garage for sale in your neighbourhood, guess which home everyone goes to see?

3. CURRENT COMPETITION IN SIMILAR NEIGHBOURHOODS

Most Buyers have two or three target neighbourhoods they want to live in, so it’s important to consider what’s for sale in neighbourhoods similar to yours too. Similar neighbourhoods aren’t just those that are physically close, but include those similar in quality of the schools, proximity to parks, restaurants, services and transportation and similar in terms of the type of people who live there (singles, couples, families, retirees, etc.). Depending on the buyer, they may also look as far as Oakville or the Pickering.

4. STATE OF THE REAL ESTATE MARKET

Interest rates and consumer confidence affect prices, and while the Toronto market has been on an upswing for a long time, like any other type of market, what goes up almost always comes down. What’s going on in the market right now?

5. YOUR OWN PERSONAL NEEDS AND GOALS

If you’re moving out of the city or have already bought a new house, then that timing will likely override everything else. Likewise, an upcoming baby, need for live-in nanny, wedding or divorce might have an impact on your timing as well.

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DEFINITION OF MARKET VALUE

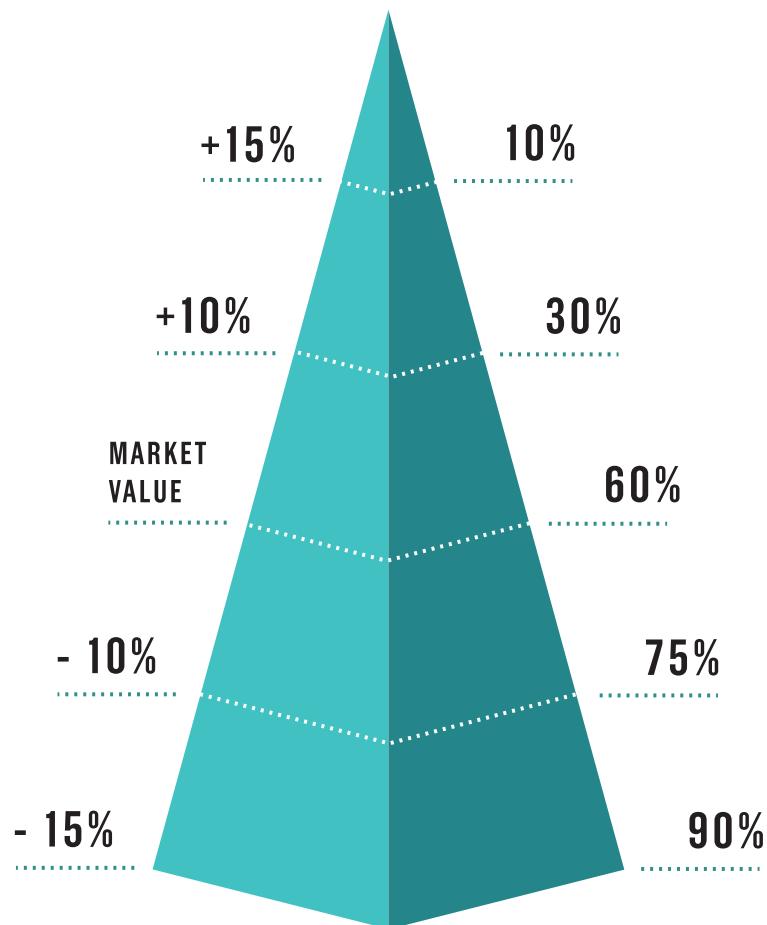
Market Value is the highest price estimated in terms of money which a property will bring if exposed for sale on the open market allowing a reasonable time to find a purchaser who buys with the knowledge of all the uses to which it is adapted and for which it is capable of being used. Frequently it is referred to as the price at which a willing seller would sell, and a willing buyer would buy, neither being under abnormal pressure.

The majority of prospect activity on a new listing occurs in the early period of marketing. This happens because realtors maintain an inventory of active prospects that have been cultivated over time. When a new home is listed, realtors arrange for them to see it. Once this group has seen the property, showings actively decrease to buyers new to the market. For this reason, it is important that sellers have their home in the best condition and at the best price at first exposure to the market.

By the time an overpriced home is finally reduced to the market value, it may be too “aged” for buyers to offer full price. Have you ever asked how long a home has been on the market?

Asking Price Compared To Market Value

% Of Potential Buyers Who Will Look At The Property



DECREASE IN INTERESTED BUYERS

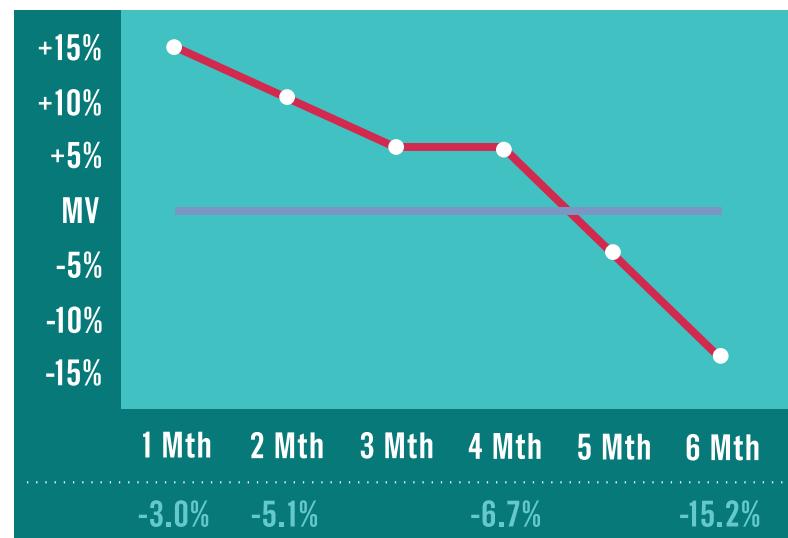


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PRICING YOUR TORONTO HOME FOR SALE

Pricing a home in Toronto is part science and part art, and sometimes even part guesswork (just being honest). Any agent worth their commission will discuss with you the pros and cons of pricing your home for a bidding war vs pricing high with the intent to negotiate vs pricing your home at market value.

HISTORY OF AN OVERPRICED HOME



PRICING YOUR TORONTO HOME FOR SALE

In the end, Buyers will always decide how much your home is worth by deciding how much they want to pay for it. Things buyers often take into consideration include:

- Recent sales on your street and in your immediate neighbourhood
- Recent sales of similar properties in nearby neighbourhoods
- Properties currently on the market
- Current market conditions (interest rates, season, etc)
- The size, finishes and condition of your home (new vs older. Wellmaintained vs falling apart)
- Location – what's happening in your neighbourhood and how people expect it to change in the short and medium terms (the condo boom taking place in Mimico will see prices drastically appreciate in the next few years)
- Other things that can be important to Toronto Buyers include:
 - Parking and/or a garage
 - The basement (whether or not it's finished or can be used as a second apartment)
 - Closets and storage
 - Style (modern vs character, etc.)

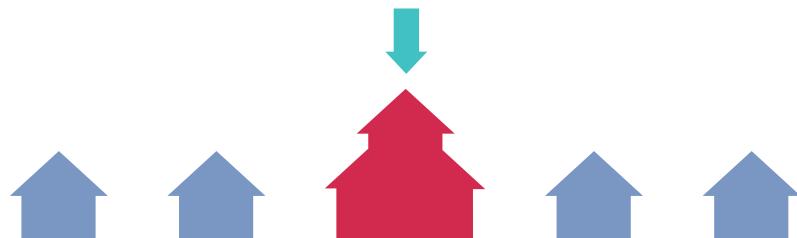
All of these factors are important to consider when deciding on how to price your home.

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STATISTICS ON THE VALUE AND PRICING OF YOUR PROPERTY

REGRESSION AND PROGRESSION

Surrounding property values influence the value of your home.



REGRESSION:

The higher valued homes in a neighborhood are lowered by the surrounding homes.



PROGRESSION:

The lower valued homes in a neighborhood are raised by the surrounding homes.

PRINCIPAL OF SUBSTITUTION

Value is determined by what the purchaser gets OUT of a product - NOT by what an owner has IN it .



HOUSE "A" VALUE \$250,000 - \$9000 IN UPGRADES



HOUSE "B" VALUE \$____ ? - \$15,000 ON THE SAME UPGRADES AS DONE IN HOUSE "A"

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THE DANGERS OF OVERPRICING YOUR HOME

Listing incorrectly is something you DO NOT want to do...here are a few key reasons why!

MISSED SHOWINGS

Buyers and REALTORS search within a price range when looking for a home using the Multiple Listing Service (MLS). If your price is above market value, your home will not come up in their search and you will lose showings from buyers who can afford your home.

HELPING TO SELL COMPETING PROPERTIES

Buyers comparison shop when considering a home purchase. When a buyer compares an overpriced home versus one that is priced at market value it will likely convince them to place an offer on the well priced property instead of yours; you're helping the competition get sold.

MISSING OUT

The perfect home for you to purchase may present itself while your home is listed. If you are overpriced, you will have very little chance of selling and therefore you won't be in a position to buy your desired home. Watching another buyer purchase your dream home is not a fun position to be in, and it can be avoided with a well priced listing.

LOW BALL OFFERS

If you receive an offer it is much more likely to be a 'low ball' offer, which results in a very low chance of getting an accepted offer.

TOUGH TO CLOSE

It's tough to close an accepted offer on an over-priced listing. This is due to the fact that buyers continue to look at the competition and they quickly realize they have overpaid, which results in buyer's remorse and a collapsed sale prior to condition removal.

NO CHANCE OF COMPETITION

An overpriced listing will not result in competitive offers, whereby a well priced listing will have a greater chance of receiving offers from more than one buyer, and possibly getting an offer over asking. Some agents may forego showing an overpriced listing, as the price shows little motivation by the seller. Buyer's agents are always keen on getting their clients through the doors of a well priced home first, in order to give their clients first crack at getting the home of their dreams.

RISK OF FALLING MARKET

The longer a listing stagnates on the market the more likely it will sell for less than it would have had it been priced right in the first place.

BANK APPRAISALS

Appraisals are required on all new loans. The appraised value is based on the recent sales prices of similar properties. If your home is overpriced, the appraisal may fall short of the offer, and the buyer, not willing to pay more than the appraisal price, will cancel the offer.

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THE 8 MOST COMMON MISTAKES MADE WHEN SELLING A HOME

When you're getting ready to put your property on the market, there are many things to think about, to prepare for and to organize. Here's a short list of pitfalls to watch out for!

MISTAKE #1 - LISTING IN-CORRECTLY

Every seller wants to realize as much money as possible when selling. But a listing price that is too high often gets the seller less than a price that is at market value. If your house is not priced competitively, people looking in your price range will reject your house in favour of larger homes for the same price. At the same time, the people who should be looking at your house will not see it because it is priced over their heads. Over pricing usually increases time on the market, and that adds to the carrying costs. Ultimately, many overpriced properties sell below market value.

MISTAKE #2 - FAILING TO "SHOWCASE"

Buyers look for homes, not houses, and they buy the home in which they would like to live. Owners who fail to make the necessary repairs, who don't spruce up the house inside and out, touch up the paint and the landscaping, keep it clean and neat, chase buyers away as rapidly as realtors can bring them. If you were selling your car, you would wash it, or maybe even detail it to get the highest price. Houses are no different.

MISTAKE #3 - USING THE "HARD SELL"

Buying a house is an emotional decision. People like to "try on" a house and see if it is comfortable for them. It's difficult for them to do that if you follow them around pointing out every improvement that you've made. It may even have the opposite effect you want, by making them feel they're intruding on your private space. Resist the temptation to talk the entire time a buyer is there...let them discover things on their own. Try a tasteful sign posted on a door or wall to point out some hidden amenity that they might miss.

MISTAKE #4 - MISTAKING LOOKERS FOR BUYERS

Realtors only bring qualified buyers. A qualified buyer is one who is ready, willing and able to buy your house. We find that most people who go looking at "For Sale by Owners" are just starting to think about moving. They may be good buyers, but they're 6-9 months away from being ready. They don't want to bother an agent yet, so they call the "By Owner" ads to get a feel for what's available.

Many potential buyers may have a house to sell first, or may need to save some more, or may have credit that needs fixing. When everything is in place, that's when they go out looking with a Realtor.

An agent will ask a buyer how much they can really spend for a house, how much he has to put down, how good his credit is, how much he can pay each month, how much he will realize (realistically!) when he sells his present home - and about a dozen other questions like that. But unless the realtor finds all the facts first, you must ask all these questions before the buyer crosses your threshold. Otherwise, you may have a parade of Sunday afternoon shoppers with a dream of owning a home someday.

MISTAKE #5 - SIGNING A LISTING CONTRACT WITH NO WAY OUT

Many times an agent will have good intentions about marketing your house, but circumstances can change. There might be a death in the agent's family, or the agent may decide to quit the business. In these cases where the agent couldn't or wouldn't perform, you should have the right to fire your agent. In some companies the broker will assign your listing to someone else in the office, someone you didn't personally select. Always protect yourself by getting a guarantee of performance with the right to cancel.

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THE 8 MOST COMMON MISTAKES MADE WHEN SELLING A HOME

CONTINUED

MISTAKE #6 - LIMITING THE MARKETING AND EXPOSURE OF THE PROPERTY

The two most obvious marketing tools (open houses and classified ads) are only moderately effective. Surprisingly, less than 1% of homes are sold at an open house. Agents use them to attract future prospects, not to sell your house! Advertising studies show that less than 3% of people purchased their home because they called an ad. And if the machine answers, most callers hang up without leaving a message.

The right Realtor will employ a broad spectrum of marketing activities, emphasizing the ones that he/she believes work the best for you and your particular property. There are dozens more effective ways to find buyers than just open houses and print advertising.

By the way, the realtor or a trained member of his staff will be there every time the phone rings. Did you know that most calls come up during business hours when vendors are away at work, and many home showings are between 9:00 and 5:00, Monday to Friday?

MISTAKE #7 - BELIEVING THAT A BANK MORTGAGE APPRAISAL IS THE MARKET VALUE OF YOUR HOUSE

An appraisal is an opinion of value for a certain purpose. If the lender wants to lend you the money, they are motivated to have the appraisal come in high. The appraiser may ignore foreclosure or distress sales in order to justify the higher value. But a real buyer in the real world will not ignore these properties. They are your competitors when you try to sell.

I can't tell you how many ridiculous bank mortgage appraisals I've seen. Don't make the mistake of thinking that the value you were told even 6 months ago when you refinanced is what a real buyer would pay. Ask your Realtor for ALL solds in the area, and then decide.

MISTAKE #8 - CHOOSING THE WRONG REALTOR, OR CHOOSING HIM/HER FOR THE WRONG REASONS

It's likely that you don't interview people very often, yet in order to find the Realtor who is right for you, you may want to interview several. The quality of your home selling experience is dependant upon your skill at selecting the person best qualified.

It's interesting that in the Real Estate Business, someone with many successfully closed transactions usually costs the same as someone who is inexperienced. Bringing that experience to bear on your transaction would mean a higher price at the negotiating table, selling in less time, and with the minimum amount of hassles.

The world is populated with Realtors who are wrong for you. For example, the parttimer who sells an occasional house because he or she needs a little pocket change, or even the insurance salesman who believes he can handle two careers, or perhaps your cousin George, who really needs your business. You won't be making THIS mistake anymore because you know exactly what to ask a potential Realtor in the interview process.

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STANDARD FORMS YOU'LL NEED

GETTING THE PAPERWORK DONE (AND WHAT IT ALL MEANS)

WORKING WITH A REALTOR FORM

This explains agency relationships such as:
Selling representation, Buyer representation, Multiple representation, Customer Service, Fiduciary Duties and more.

LISTING AGREEMENT

This three page document details the contract length, price that you're offering the property for, commission to be paid to the listing brokerage as well as the selling brokerage, the holdover period & what the seller is responsible for.

INDIVIDUAL IDENTIFICATION INFORMATION RECORD (ALSO KNOWN AS A FINTRAC FORM)

Required by the Proceeds of Crime (Money Laundering) and Terrorist Financing Act. It discloses that you are who you say you are, if you're a present Canadian citizen & whether it's a primary residential property or investment.

MLS DATA INFORMATION FORM

This is your MLS listing in paper format, it describes all of the information about your home or condominium along with your listing Agreement details. You'll need to have prepared with you a current tax assessment, *and accurate maintenance fees (condo only).

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WHERE DOES THE COMMISSION DOLLARS GO?

Real estate commissions seem to be a hot topic in today's climate, but really unnecessarily so. As with anything else, there are going to be certain fees associated with certain services, and ultimately it comes down to 2 things:

1. How much do you need to walk away from the sale with?
2. How confident are you in the Realtor you've chosen to do a good job for you?

Fees don't have to be as big a deal as people make them out to be because it really all boils down to you, and what YOU want. If you choose to sell your property yourself, you can most certainly go and do that as there are more than enough adequate resources that will aid you.

LET'S TALK FEES

Should you decide to enlist the aid of a Realtor, here is a quick breakdown of how the fees are allocated and how they affect you.

When most people buy or sell a home they pay a commission and it always appears to be a large amount. What most people don't know is how that commission is distributed. Most people either don't know or assume that it all goes to the real estate agent. This couldn't be farther from the truth. The real estate agent gets a very small portion of the 3.5% total commission.

Below is a simple chart that shows how my commission is most frequently divided. First and foremost, the largest chunk goes to the agent who represents the buyer. This is as much as 42-50%, which is then split with the agent and his broker. Then another chunk goes to the broker of the listing agent. The remainder goes to the listing agent who then must pay for advertising, open houses, flyers, brochures, signs, web sites, board memberships, annual licensing fees, insurance and many other things which leave 15% or less as the actual "take home pay" for the real estate agent.

2.5%

Co-Operating Broker

1%

Listing Agent

10%

Listing Brokerage (Of Listing Agent Fee)

15%

Marketing

8%

Administration Costs

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WHERE DOES THE COMMISSION DOLLARS GO?

With all that said, selling your home DOES NOT have to be expensive. Here is a rough breakdown of your savings at various levels of commission:

SALE PRICE	3% COMMISSION	2.5% COMMISSION	1% COMMISSION	YOU SAVE
\$500,000	\$15,000	\$12,500	\$5,000	\$10,000
\$600,000	\$18,000	\$15,000	\$6,000	\$12,000
\$700,000	\$21,000	\$17,500	\$7,000	\$14,000
\$800,000	\$24,000	\$20,000	\$8,000	\$16,000
\$900,000	\$27,000	\$22,500	\$9,000	\$22,000
\$1,000,000	\$30,000	\$25,000	\$10,000	\$20,000
\$1,500,000	\$45,000	\$37,500	\$15,000	\$30,000

* Plus Buyer's Agent Commission

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SHOWINGS

When Buyers make an appointment to see your house, there are 4 basic things to keep at top of mind.

1. LEAVE YOUR HOUSE!

You have an emotional attachment to your home, and there's nothing more distracting for a Buyer than having to walk around the owner. They may not like certain things and some may not want to be rude by critiquing your home in front of you. To avoid that whole mess, it's best not to be there.

2. BE FLEXIBLE WITH SHOWING TIMES

The more accommodating you are, the better chance of selling your home.

3. BOARD THE PETS!

Not everyone has a thing for animals, so at minimum, crate them, cage them and take them for walks (if you can) during showings. Consider temporarily moving out of your home while it's for sale – If your home is popular with Buyers, you may have 5 or 10 or more showings every day. Going on a weekend getaway or staying at a friends' or parents' house can make your life a lot more tolerable – especially if you have kids or pets.

4. CLEANLINESS MATTERS!

Think of it as though your house was going to be a model home for a few weeks. It isn't enough to have a clean house on day 1. You'll need to wash the dishes, make the beds, wash the floors and weed the garden every day while it's listed for sale.

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IT'S OFFER TIME!

You've listed your home for sale and presto you have an offer in less than a week! This can happen, even in slower markets. Your first thought is:
“I've priced it too low. I should counter the offer and ask for more than my listing price or add some ridiculous demands.”

Don't fall into that mindset!

When there is one offer on the table and it's the first offer it should be considered with your full attention. It may be the only offer you receive or may be the highest amount offered.

WHY?

A property generates the most interest to prospective buyers and sales people when it's a new listing. They want information about it and want to see it to size up its value and potential. As new properties come into the market after yours, your property loses top of mind awareness. Therefore, the chances of you getting your desired asking price are reduced.

At the same time, buyers start to wonder what's wrong with a property that's been on the market for a while and hasn't sold. And, if they were going to make an offer, it will be considerably less than your asking price because there must be something that has turned off previous prospective buyers.

So, when you get your first offer, just remember, there are really two offers on the table, the one presented to you and your own. Yes your own. If you don't sell your property to that potential purchaser then you essentially have bought it back at the same price. Do you really want to remain in your house at that price?

Remember to analyze the first offer with care - it may be your best and it may be your last. When an offer is presented, a quality realtor will advise and help you to obtain the best possible price and terms. Understanding the standard forms and the many transactional issues is key to negotiating the best terms to meet your individual needs. Making sure buyers are pre-qualified is of utmost importance in negotiating a successful sale. The realtor should promote your interests and assist in developing a clear and binding transaction.

Typically an offer is initiated by the buyer through their Sales Associate and includes the following information:

- The amount the buyer is willing to pay
- Deposit
- Closing or Possession date
- Contingencies, such as mortgage commitment, building inspections and pest inspections to include where appropriate (but not limited to): termite, pest, radon, water UFFI, asbestos, oil tank, Status Certificate (if condo).
- Any personal property specifically included or excluded
- If the offer is not acceptable to you, further negotiations may be necessary to reach terms agreeable to both you and the buyer. Because counter-offers are common (any change in the offer can be considered a counter-offer) it is important that you remain in close contact during the negotiation process so that proposed changes can be reviewed and responded to quickly.

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IT'S OFFER TIME!

CONTINUED

ONCE YOU HAVE AN ACCEPTABLE OFFER

Timing is critical at this stage! Once you determined an acceptable offer, you will need the realtor to begin the contract writing procedure, determine the down payments required, building inspection contingency dates, etc. These need to be thoroughly coordinated.

BETWEEN CONTRACT AND CLOSING

Throughout the transaction, you will need to closely monitor the progress of all contingencies to make certain that all deadlines are met. On the day of closing, the buyer will have a “final walkthrough” to make certain the house is thoroughly vacated, and left in a clean and broom-swept condition.

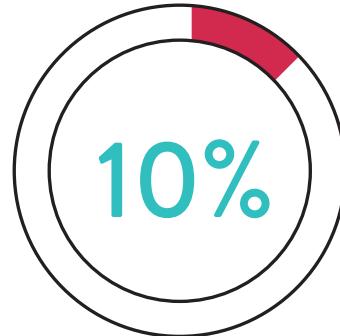
WHAT TO EXPECT AT THE CLOSING

The closing is a formal process where all parties sign all of the necessary paperwork needed to complete the transaction with their lawyer. Title to the property is transferred from you to the buyer. The buyer receives the house-keys and you receive payment for the house! From the amount credited to you, the title representative subtracts the funds to pay off the existing mortgage and other transaction costs. Deeds, loan papers, and other documents are prepared, signed and ultimately filed with local property record office.

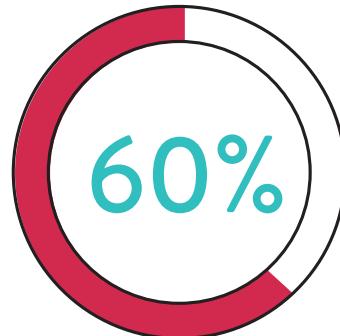
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ADVERTISING STATS

Our process leads to exceptional results for our clients time. The stats speak for themselves.



HIGHER THAN
TREB AVERAGE



FASTER THAN
TREB AVERAGE

ON AN AVERAGE SALE THAT MEANS YOU MAKE AN EXTRA...

\$70,000

650

AVERAGE
VIEWS ON
REALTOR.CA

10k+

OUR EMAIL
DATABASE

1.4k

AVERAGE
WEBSITE
TRAFFIC
DAILY

20k

AVERAGE
ONLINE AD
VIEWS PER
PROPERTY

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MARKETING YOUR HOME



SOCIAL MEDIA

I offer site updates on Facebook, twitter, and host interactive campaigns to keep my clients and potential buyers engaged.



ADWORDS

I invest in a dedicated adwords campaign. Be seen by home-buyers at the very moment they're searching on Google.



WEBSITE

Provide dedicated domains to each home in order to increase its web presence and get you to the top of Google's search results.



GEOTARGETING

I ensure your home is featured in geotargeted marketing campaigns to find the right buyers looking to move into your area.



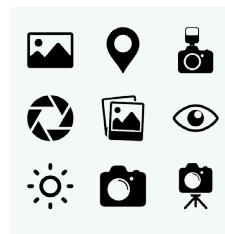
**MLS/IDX
REALTOR.CA**
Get listed! As a direct member of their association, I can feature your home on MLS.



PRINTED MATERIAL
Printed full-colour marketing pieces for potential buyers to keep.



EMAIL MARKETING
Emphasize your property's features and help answer the questions a possible purchaser may have without having to ask.



VIDEO/PHOTOGRAPHY
Professional virtual tours & Hi-Resolution photography present your home in the best way possible.



AGENT & PUBLIC OPEN HOUSE
Great for showing the public your home. I am more than happy to advertise and provide them.

ANDREW DOUMONT
AND PARTNERS
REAL ESTATE SPECIALISTS
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REALTY SITES
Get listed on multiple sites online outside of MLS.
AdPartners.ca
Onepercentguys.ca
WhyKwru.ca

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PEOPLE BUY HOMES VIA...

My professional marketing skills will
your property to every qualified buyer
in the market.

40%

MLS

20%

For Sale Sign

18%

Responded to ad, but purchased different property

8%

Responded to Open House, but purchased different home

7%

Referred by relocation service

3%

Bought advertised property

1%

Bought Open House they viewed

3%

Bought for combination of reasons

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GROWING TREE

Each time someone refers a buyer or a seller, they become a TRUE ADVOCATE.

This referral tree has grown many new branches over the years. From a single advocate who referred someone who referred someone, the referral tree grows wider and deeper. I don't want you to give me referrals, I would like the opportunity to earn your referrals. Let me have the chance to show you how.

WHO'S NEXT?

ROBERTA & GARY SWITZER

MITZL BRUCE

KEITH & JODI HATCHER

LYNDA & TONY MCGANN

BARB & LLOYD HERRIDGE

MR. & MRS. SMALLER

RUSS & TRISH SANDHAM

MARK COLAGRANDE

MARK & MARIA SEMAK

MR. & MRS. CUTHBERT

PAUL & JULIE SEMAK

ANDREW DOUMONT

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TESTIMONIALS

This was our first sale, Andrew was incredibly insightful, confident and knowledgeable, he guided us seamlessly through the entire process. The photographer did an amazing job as well, not your standard boring pro shots. Ultimately Andrew and his team did everything we expected and more, In fact our condo was sold in a mere 5 days from the day it was posted. and we got the price we were looking for too.

This was as easy as a listing and transaction as one could imagine. Andrew was with us every step of the way.

If you are looking for an A+ realtor who incredibly only takes 1% comm. then Andrew is your realtor. Why anyone would want to pay more for less service is beyond me. Keep your hard earned dollars.

Andrew, thanks for doing such a great job, it was an absolute pleasure, you have us as customers for life.

Jay & Marie

"I was initially worried about getting what I paid for. But he absolutely does offer full real estate services and then some, compared to other agents I've encountered. Once we decided to list our home with Andrew the whole process went smoothly and happened very quickly. Thanks Andrew!"

- Stacey Grammick

"Andrew was very professional and diligent throughout the sale of my property. I wasn't sure what kind of service I'd receive for a 1% commission but was pleasantly surprised. He kept the lines of communication open and gave me regular updates. I highly recommend him and the team working behind him at Onepercentguys.com. We sold for more than what I was expecting! I would not hesitate to use him again."

- Catherine Mossman

"It was a pleasure dealing with Andrew and his knowledge of the industry is extensive. We saved thousands in listing fees. It was a great experience."

- Jim & Marcy Chambers

"Working with Andrew was a pleasure and he did an outstanding job on the sale of our condo. We met with him and within a few days of our initial contact he provided us with great advice regarding our first sale. We were amazed at how he was able to sell our property on the first day it was listed!"

- Brooke Freeman

"Andrew is really good at what he does! My property sold within only a few weeks. I was always kept informed and updated. If I had questions, it was answered within a timely manner. It's proven that he has the knowledge, skill, and judgment to execute the job of selling any property within a reasonable time. I would definitely recommend him!"

- T Hickey
Brampton, ON

There were no hours of endless back and forths nor the stress of negotiating on our end. Andrew took care of it all and we were able to enjoy a very positive selling experience. We are recommending Andrew Doumont to all our friends and family looking to buy or sell. With Andrew you get excellent service, great knowledge of the market, professional and fantastic marketing in selling your home and he's also a genuinely really, nice guy .

- Sophie Scott

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FREQUENTLY ASKED QUESTIONS

WHAT IS MLS, AND WHY DO I NEED IT?

MLS is an acronym for Multiple Listing Service, it's an innovation that makes it easier to reach a large number of prospective buyers and dramatically increases your homes exposure. Quite simply, it's a system under which participating brokers on real estate boards agree to share commission on the sale of homes listed by any one of them. So, for example, if you list your home with one broker and another sells it, they split the commission indicated in the listing agreement. The advantage to you is clear; more people have an interest in selling your home and your home is exposed to many more buyers since Realtors have access to the largest buyer's pool available.

HOW DO AGENTS SEARCH HOMES FOR SALE FOR THEIR CLIENTS?

With the use of our online (broker only) MLS system agents will insert there information that their clients have given them. If they are looking for 3 bedrooms, 2 bathrooms, 2 car garage, area, price range etc our MLS system will scan for available listings and choose the homes that fit the criteria. This can save agents and clients a tremendous amount of time. There is a 90% chance your property will be sold as a result of this system. The MLS system we use offers accurate information to base a decision on.

HOW ARE APPOINTMENTS ARRANGED ONCE YOUR HOME IS LISTED?

Once you decide to list your home, all appointments should be made through the realtor's office. The realtor's team will call you to set up the appointments. You can request that showings be made convenient to your schedule, within reason. For example, you put the children to bed at 8:30 pm, if you would prefer not to have showings after that time, this would be understandable. Shift work can create problems for showings if you don't let the office know what shift you're working.

ARE FIRST IMPRESSIONS VERY IMPORTANT?

Buyers compare 18 to 30 homes on average. Therefore first impressions are very important. A favourable first impression can be enhanced by giving your home maximum "curb" appeal.

EXTERIOR

Front – Freshly trimmed lawn and shrubs, add potted landscaping flowers. Freshly painted or touched up exterior, clean sidewalk and driveway.

Back – Same as front, also clean the pool (if you have one) and the deck. Pick up any tools, toys and especially any dog excrements!

INTERIOR

Clean carpets, paint, clean off kitchen counters, repair dripping faucets, shine linoleum, replace broken tiles and clean out the garage and attic. When potential buyers are coming through your home, try to deep the drapes and blinds open. Turn on lights and tidy up. Neatness will make the rooms look larger.

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FREQUENTLY ASKED QUESTIONS

CONTINUED

WHAT IF WE WANT TO BUY A NEW HOME?

We can work with most builders and can get you all the information you need to make any decisions, but I will need to accompany you to the property for the initial visit. By letting me help you with the builders, you get all the services offered in this presentation and those offered by the builder as well. You'll get more but you won't have to pay for it.

SHOULD WE APPROACH A “FOR SALE BY OWNER”?

A homeowner trying to sell their home themselves is usually doing so in hopes of saving the commission. Coincidentally, this is the reason a buyer wants to deal directly with a homeowner. Many times a homeowner will work with a realtor, even though their home is not listed, if the realtor introduces the buyer to the property. A large number of FSBOs (For Sale By Owner) are overpriced and the commission savings are not reflected to the buyer. A good realtor will help you make the right decisions.

DO YOU HAVE SOME TYPE OF DOCUMENTS I CAN USE TO ESTIMATE THE COST?

Please see the vendor Net Worksheet on the following page.

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VENDOR'S NET SHEET

FOR _____

DATE: _____

Sale Price: _____ A

ESTIMATE OF COST TO SELL YOUR HOME:

Real Estate Fee: - _____

HST (13%): - _____

Less Mortgage
Balance: - _____

Cost of Discharging
Mortgage: - _____

Survey Fee: - _____

Legal Fee: - _____

Closing Costs: - _____

Moving Costs: - _____

TOTAL COSTS: = _____ B

TOTAL (A-B):

NET SALE: = _____

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ANDREW, WHY SUCH AN IN-DEPTH PRE-LISTING ORIENTATION?



After being in the real estate industry for the last 13 years and running a successful business, a few things have dawned on me, especially in the last 12 months. First, the real estate business is borderline (pending on who you ask) over-saturated with Realtors. Some of them doing absolutely fantastic work, and others...well, let's just say they're doing far from fantastic work. Second, after reading numerous articles and public surveys, I found out that the public only has a 17% trust level in Realtors, meaning that we are some of the LEAST trusted professionals out there.

Now after overcoming the initial shock, I realized that the public was entirely right for feeling that way. Hey, sometimes I don't even trust the other agents I negotiate with. This led me to recall a quote from the late Eldridge Clever:

"You can either be part of the problem or part of the solution."

I chose the latter...

By doing so, I threw a stick of dynamite into my business and decided to make a complete change in the way I do things. Sure, I've been blessed to work with some amazing clients over the years and I've done an awesome job each and every time, but I knew I could do more. More to change the perception of Realtors of just being a "dime a dozen". More to help restore respect and integrity to the profession. More to help people navigate the information overload that exists when it comes to real estate.

So I made a decision...to give, educate and inspire.

This entire handbook was created with the simple intention of educating sellers in the Etobicoke area and giving them a resource they could genuinely use and refer back to. Is everyone who reads this guide going to want to work with me? Maybe not - and that's okay! Heck, if you want to use this information to aid you in selling your home yourself, by all means, please do so! Use this guide, and refer to it often and if you think there can be more added in there, by all means let me know, because this will be a constant work in progress to continue educating the residents of Etobicoke.

If you're ready to sit down and have a discussion about your upcoming sale - see my contact information below. Your meeting with me will be educational, informative and as always, hassle free with no obligations.

Feel free to connect with me at andrew@etobicokehomesellers.ca or 416-458-9252.

If you'd like to search on your own time to see what other properties are on the market in Etobicoke, just go to EtobicokePropertySearch.ca, a custom website my team and I designed. It's our way to help you out, in the best way we know how.

I hope you've enjoyed this pre-listing orientation and that we have the chance to work together.

Regards,
Andrew

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