

Home Seller GUIDE



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Welcome Message

Welcome to the exciting journey of selling your property!

We understand that deciding to sell your property can stir up a whirlwind of emotions: the anticipation of moving on to a new phase in your life, the excitement of showcasing your property to potential buyers, the hope of finding the perfect match, and perhaps a touch of apprehension about the intricacies of the selling process.

That's precisely why we've crafted this comprehensive Home Seller's Guide just for you!

Our mission is to guide you through every step of this intricate process with clarity and ease. Our goal is not only to ensure a successful sale but also to make the experience enjoyable and stress-free for you. For us, this journey is more than just a transaction; it's about helping you achieve your selling objectives and transition smoothly to your next adventure.

Deciding to *sell*

The decision to sell your home is a significant one, and it often involves more than just a financial transaction. It could mean saying goodbye to a place filled with memories or taking the next big step in your life's journey.

Timing

Timing plays a vital role in the real estate market. While homes can be sold at any time, certain seasons may prove more favourable. For instance, the spring season often sees increased activity as buyers look to move before the start of the new school year. Furthermore, understanding broader market conditions and economic trends can help you time your sale effectively.

Financial Implications

Before deciding to sell, take a comprehensive look at your financial situation. This includes understanding your equity in the home, potential selling costs, and your options for your next home. You'll need to consider agent commissions, home repairs, staging costs, and closing costs in your financial planning.

Future Plans

Are you planning to buy a new home after selling? Do you need to relocate for a job? Your future plans will significantly influence your decision to sell and your timing.

Market Conditions

We will provide an in-depth analysis of the current real estate market conditions. This will include looking at comparable home sales (comps), recent sale prices, and the average length of time homes stay on the market. We will also consider broader economic factors such as interest rates, employment rates, and economic forecasts that could influence buyer behaviour.



Preparing Your Home

for Sale

First Impression

First impressions are everything when selling your home. A well-presented property can be the difference between a quick sale at a good price, and your home sitting on the market for weeks or even months. Here's how you can prepare your home to attract potential buyers:

Deep Cleaning: A clean home is an inviting one. A deep clean not only enhances the appearance but also signals to buyers that the property has been well-maintained.

Decluttering: Clutter-free spaces make rooms appear larger and more appealing. Consider temporarily storing excess belongings off-site.

Staging: Staging involves arranging furniture and decor to showcase your home's best features. While professional staging can be worth the investment, even minor adjustments can make a significant impact.

Neutralizing: Consider depersonalizing your home to help potential buyers envision themselves living there. This might mean painting over brightly colored walls or removing family photos.



Repairs and Improvements:

Address any necessary repairs to avoid potential buyers being deterred. Certain improvements, such as applying a fresh coat of paint, can also significantly enhance your home's appeal.

Curb Appeal:

Don't underestimate the importance of the exterior. Landscaping, a fresh coat of paint, and clean gutters can all contribute to a positive first impression.

Setting the right *Price*

One of the most critical aspects of selling your home is determining the right asking price. Pricing your home correctly from the start can make the difference between a swift, lucrative sale and a drawn-out process with multiple price reductions.



Understanding the Market

The real estate market is driven by supply and demand, which varies by location, season, and economic climate. As your agents, we will help you understand the current market conditions and how they should influence your pricing strategy.

Comparative Market Analysis (CMA)

A Comparative Market Analysis (CMA) examines the prices at which similar properties in the same area have recently sold. The CMA is the best indicator of what buyers are willing to pay for a home like yours.

Home's Unique Features

While the CMA provides a base, we'll also consider the unique aspects of your home. Upgrades, additional features like a pool or a large garden, and the overall condition can add value.

Market Trends

Broader market trends can impact your home's price. For instance, low mortgage rates can lead to increased buying power, potentially allowing for a higher asking price.

Remember, setting the right price is both an art and a science. It's about understanding the data behind recent sales while also factoring in the unique qualities of your home. As your real estate agents, our role is to guide you in setting a price that meets your objectives, backed by a deep understanding of the market.



Listing your *home*

Listing your home effectively is a critical step in attracting the right buyers and getting the best price. Here are the key components of a successful listing:



High-quality photos and a virtual tour can make your home stand out online, where most buyers start their search. They showcase your home's best features and give potential buyers a sense of what it's like to live there.

The listing description should highlight the unique features and selling points of your home. It's not just about listing facts; it's about telling a story that makes potential buyers want to see your home in person.

The listing price should be competitive, based on the comparative market analysis (CMA), your home's unique features, and current market conditions.

Accurately list important details such as square footage, the number of bedrooms and bathrooms, lot size, location, upgrades, and unique features.

Once the listing is live on MLS, it's time to attract buyers. This might involve advertising on real estate websites, social media platforms, direct mail campaigns, open houses, or private showings.

Be prepared for inquiries and showings. Timely responses and flexibility in scheduling visits can make the difference in securing the right buyer.

Showing your *Property*

Showing your home to potential buyers is a crucial part of the selling process. This is when buyers get to see and feel what it would be like to live in your home. Here's how we can make the most of this opportunity:

Scheduling Showings: We'll work together to schedule showings at times that are convenient for you, while also being considerate of when potential buyers are most likely to be available. This often includes evenings and weekends.



OPEN HOUSES

Open Houses: Open houses can be an effective way to get a large number of potential buyers through your door. We'll plan these strategically to generate maximum interest.

PREPARING FOR SHOWINGS

Prior to each showing, we'll ensure your home is clean, tidy, and well-lit. It's often a good idea to vacate the property during showings, allowing potential buyers to comfortably explore and envision themselves living in the space.

PROVIDING PROPERTY DETAILS

During showings and open houses, we'll provide potential buyers with a fact sheet that details your home's key features, upgrades, and selling points.



Receive and Review

offers

Once we begin receiving offers on your property, it's important to carefully review each one to understand its merits and potential drawbacks. Here's what this process entails:

Buyer Pre-qualification: Consider the buyer's pre-qualification status. Buyers who have been prequalified or pre-approved for a mortgage may be more likely to secure financing quickly and close the deal.

Reviewing Multiple Offers: If you receive multiple offers, we'll review each one carefully. Sometimes, it can be advantageous to counteroffer multiple potential buyers to create a bidding war.

Making Decisions: After reviewing each offer and considering all aspects, you'll need to decide whether to accept an offer, make a counteroffer, or reject the offer outright.

Negotiations: If you decide to counteroffer, we'll enter into negotiations with the buyer. This is a normal part of the process where both parties work to reach agreeable terms.

Each offer represents a potential sale, so it's crucial to review them carefully. As your real estate agents, we will guide you through this process, helping you understand the nuances of each offer and advising on the best course of action to reach your selling goals.



Undergoing *the Inspection*

After an offer on your home is accepted, it's time for one of the most critical stages in the home selling process—the home inspection. Don't worry; we've got you covered on what to expect.

Understand the Purpose: *Home inspections are designed to protect the buyer from any unforeseen issues with the property. The inspector will conduct a thorough examination of your home, looking for anything from structural problems to minor maintenance issues.*

Be Prepared: *Ensure your home is clean and accessible for the inspection. Clear away any clutter that might hinder the inspector's access to areas like the basement, attic, and electrical panels.*

Expect Some Findings: *No home is perfect, and inspectors are trained to find issues. It is entirely normal if the report comes back with a few (or several) items.*



Last Look:

Final Walkthrough

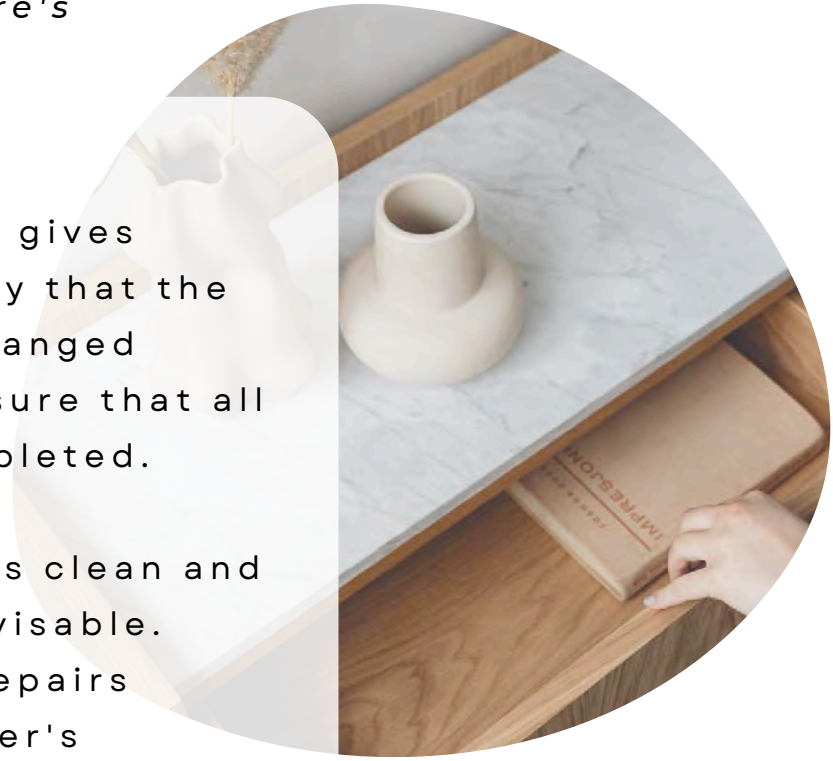
The final walkthrough is the last milestone before the finish line in your home-selling journey. Here's what to expect:

Purpose: The final walkthrough gives buyers the opportunity to verify that the home's condition remains unchanged since their last visit and to ensure that all agreed-upon repairs were completed.

Preparation: Ensure the home is clean and items included in the sale are visible. Documentation of completed repairs should be provided for the buyer's reference.

Timing: Typically, the final walkthrough occurs 24 hours before closing. This timing allows any issues to be addressed before the transaction is finalized.

Problem-Solving: If the buyer identifies new issues, don't panic. Solutions can range from negotiating a price reduction to addressing the issues before closing.

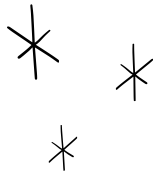


Dealing with Unforeseen *Issues*

In the home-selling journey, surprises can and do occur, but don't fret. From sudden repairs to renegotiations, as your real estate agents we are equipped to handle these bumps in the road.



We'll work together to address issues swiftly, keeping your sale on track. Remember, a hurdle is just another opportunity for problem-solving and growth.



Lori Hume & Nancy-Hume-Meletti

YOUR TRUSTED REAL ESTATE AGENTS



Working for You

