



**MICHELLE
PERREAU
REAL ESTATE GROUP**

- EST. 2000 -

An Informed Seller's Guide

8 KEY STEPS TO A PAINLESS AND PROFITABLE HOME SALE



8 STEPS

To Becoming an Informed Seller

Planning to sell? If you're like most home owners, you're struggling with a few questions. After all, you're about to sell the single biggest asset you've ever bought.

You might have questions like, *What's my home worth? Should I use an agent or go it alone? What can I do to make my home as attractive as possible?*

And of course, the big one: *How do I get the most for my home?*

The best way to start answering those questions is to be informed. If I've done my job right, then this guide should a) give you answers to many of those questions and b) make you feel a lot more confident about the whole process.

And if you still need more information? My job is to make things easier – just ask. That's what I'm here for. You can learn more about me and my services at the end of the guide.

Welcome aboard,



Michelle Perreault

Personal Real Estate Corporation

Stonehaus Realty

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STEP 1

Choosing the Best Agent for the Job

Most sellers use a real estate agent. You certainly don't have to, but there are good reasons why most people still do:

- 1. Pricing is a real art.** The biggest factor in determining how quickly your home sells is the price, and deciding that price is trickier than it seems. It takes experience and even 1% more for your home can mean thousands to your bottom line.
- 2. Negotiating is hard.** Not just hard to do, but it can feel uncomfortable. If you want someone to negotiate fearlessly on your behalf, you need a certified negotiation expert.
- 3. Marketing is more than MLS.** To get the most for your home, you need as many buyers interested as possible. According to REALTOR.com, 82% of real estate sales are the result of agent contacts.
- 4. Showings and paperwork are a pain.** There's more to the legal side of a home sale than you might think, and showing your own home is not only awkward, it can really complicate your schedule.

An agent takes away the burden of all these things, and works to get your home sold for the best price in the fastest time. After all—you've got a life to live.

How much of that price is yours to keep? I have included a worksheet at the end to help!



STEP 2

Price Right to Profit More

Setting the price for your home is challenging. Too low, and you leave money on the table. Too high, and you scare away buyers to other properties. To complicate all this, your home is an emotional asset—it's hard to see it objectively.

To find the optimal price—one that maximizes the sale price and minimizes the time it takes to sell—requires strategic thinking.

Pricing is something agents spend their careers refining and mastering. They combine intimate local and national market knowledge, an exhaustive study of similar homes for sale, and an analysis of past sales to come up with the optimal list price. And then they combine that with your unique needs to pick a price that fits you.

It's no easy task, but it's a critical one. Pricing your home right the first time results in more exposure, more showings, more offers, and ultimately, the highest price for your home.

If you want to get as much for your home as possible within a reasonable time frame, you need to get the price right.

First, it is important to understand that only the market can determine the ultimate value of your home. That said, choosing the optimal list price is essential to maximizing your home's value. If you price too low, you risk not getting as much as you can for your property, but price too high and you risk losing potential buyers who may think your property is out of their price range and you help your competition sell faster.



STEP 3

Prepare to Amaze

After price, the condition of your home is the single biggest factor determining how fast—and for how much—your home sells.

REALTORS® repeatedly find that people can't visualize the potential of a home. They have to see it. That means that how your home shows *now* is how people see themselves in it. They can't see past the chips, leaks, clutter and stains—in fact, they tend to focus even *more* on those things.

Luckily, you can dramatically improve how your home sells with few quick steps:

- **Clean.** Inside and out. It matters. A lot.
- **De-clutter.** Give it away, throw it away or store it away, but get it out of your house.
- **Make minor repairs.** Chipped paint, cracked tiles, squeaky hinges, leaky faucets. Fix everything you can.
- **Complimentary staging.** According to the National Association of REALTORS®, staged homes sell 49% faster, and for 7-11% more money.
- **Complimentary moving boxes.**
- **Complimentary cargo trailers.**
- **3 hours of house cleaning or handyman service.**
- **Clean again.** Really. It's that important.

Sound overwhelming? **My services provide a Free 1 Hour Home Staging Consultation!**

Think of it this way: everything you remove from the house, clean or repair puts money in your pocket.

You're getting paid to do it!

STEP 4

Maximize Exposure to Buyers

Once you've found a price for your home and put it in showroom condition, there's one more critical piece of the puzzle before buyers begin flocking in to see your masterpiece: getting their attention.

Getting the word out about your home matters for two critical reasons. First, buyers can't be interested if they don't know your home exists. But more important still, the more buyers you have interested in your home, the higher the potential sale price, and the faster the sale. Marketing your home to the biggest audience possible takes more than a sign on the front lawn. The best and fastest home sales use a combination of many of the following:

- **MLS Listing.** The largest online database of available real estate.
- **Agent MLS Tours and public open houses**
- **Professional Photography and Virtual Tours.** A behind-the-scenes, online look at your home and neighborhood.
- **Property Brochures.** Great photos, vibrant descriptions in professional take away form.
- **Print Marketing.** Print ads, just listed cards and more.
- **Property Website.** Your home's very own website with all the info a buyer needs.
- **Online Exposure on nationally ranked real estate websites such as** www.realtor.ca, www.sutton.com, www.michelleperreault.ca
- **Proactive Prospecting.** Reaching out directly to people who might be interested.
- **24/7 Direct-to-Text Ads.** Instant access to property details right from your For Sale sign.
- **24-Hour Online Ads.** On major online sites from Craigslist to Kijiji.
- **Social Media.** Facebook, Twitter, LinkedIn, Pinterest, Google+ and more.

A person is shown from the back, holding a tablet computer. The tablet screen displays a photograph of a two-story house with a balcony and a satellite dish. The person's hands are visible at the bottom of the frame, holding the tablet.

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STEP 5

Show it Off!

As interest in your home rises, so will interest in seeing the real thing. It's time to show off your masterpiece to prospective buyers.

A REALTOR® will take care of almost all of the details, but here are a few tips to maximize the showing experience.

- You should leave. Buyers want to be able to look around and discuss your home candidly. They won't be comfortable if you're there.
- In addition to the usual tidying, make sure your home is inviting.
- Turn up/down the temperature. Leave the lights on. Open the blinds where appropriate. Leave inside doors open or slightly ajar.
- Leave out any additional information that's helpful—property brochures, floor plans, and contact information.
- Be as flexible as you can—try to accommodate the buyer's schedule.
- Light candles, turn on fireplace, turn on lights and lamps. Eliminate any odors. Play soft music.



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SHOW IT OFF



“You were taking photos of our condo on Marine Dr. White Rock a couple of days ago by request from our Realtor. Paul and I just wanted to thank you for going above and beyond. You made our place look amazing and we are so happy with each and every photo. If our condo doesn't sell now then we know it's a pricing problem because it's definitely not the photos.”

Linaya and Paul

BITS & PIECES

DURING YOUR SESSION

Our photographers will shoot one room at a time - it's best if you are not in it! They may ask you to be in a different area of the house from where they are shooting. Please do not ask them to view photos on site. The team at Cotala Marketing will send all photos to your REALTOR® the business day following your session.

DID YOU KNOW?

Buyers will spend an average of 2.3 seconds reviewing each photo of your property*. In that time, they are looking for general layout and size, brightness and colour, finishing and fixtures, or appliances (if applicable). Items of clutter will distract the buyer from using that time to review these details of your property. Taking the time to remove these items will ensure you give them every chance to capture their interest.

TURNAROUND

Your photographs will be processed the business day following your photography session. Each photo is checked and corrected for straightness, cropping, colour and brightness.

COTALA AGENT TOOLS

We have created web tools for our clients to:

1. Access the photos and tour links
2. Send email flyers
3. View virtual tour hit statistics
4. Share the virtual tour on social media sites

Ask me how you can help spread the message to all of your friends, colleagues and relatives too!

*Based on statistical data from photographs viewed on www.cotala.com



WHAT'S WRONG WITH THIS PICTURE...

1. Towel on shower door
2. Shampoo/conditioner in shower
3. Excess toiletries on counter
4. Extra toilet paper roll on counter
5. Toilet seat up
6. Toilet cleaner on floor
7. Clothes hanging from door

WITH A LITTLE EXTRA EFFORT YOU CAN REALLY MAKE IT SHINE:

- Power wash the driveway, decks and patios, clean siding, touch up exterior paint (if required)
- Purchase and position fresh flowers in the kitchen and living areas
- Set the dining room table
- Remove extra furniture, appliances and accessories

If you have any questions about your upcoming appointment, or our checklist, please do not hesitate to contact Cotala Cross Media at 604-514-9589. They are more than happy to answer any of your questions.

PERFECT *first* IMPRESSIONS
make it all worth while.

HOW TO INCREASE YOUR HOME'S VALUE

Increasing Your Home's Value the Most for the Least

The following are tips to help increase your home's value and get your home sold in the fastest time possible based on my experience working with home owners who have sold their home and feedback from home buyers that buy homes. The last two tips will be most appropriate if you are thinking you might sell your home within the next 1-2 years.

TIP ONE: PAINTING AND CARPETING

A fresh coat of paint will make a room look new and clean and new carpets will make it shine that much more. Be sure to pick a paint color that is neutral as that will appeal to the most people. I have seen many buyers walk into a home with rooms painted the seller's favorite color and just walk out because they hated it! Buyers also will always look down at the floor when they walk into a room. So be sure that the carpets are clean, and if they are worn, consider getting them replaced. Worn or dirty carpets and badly painted or dirty walls will make a buyer think that there are other issues with your home even if there is not.

TIP TWO: ENERGY COSTS

These days, most buyers will ask me "What is the average monthly utility bill cost?" of homes they are looking at to buy. Most utilities offer free energy audits. Take advantage of this as it can help you save money now and it can help you down the road when you are ready to sell your home! I have seen buyers favor homes that have lower monthly utility costs over other homes all else being equal.

TIP THREE: THE KITCHEN

In most homes, buyers will spend the most time in the kitchen. Make sure your kitchen is ready for this. If you have appliances that are dirty or old, get them cleaned, spotless or consider replacing them. You do not need to spend a lot of money replacing your stove or refrigerator with top end appliances but you do not want buyers walking into a kitchen, see a dirty stove or refrigerator and then walking out because of it. And do not forget the drawers and cabinets as buyers will open these! If you need a referral to a good cleaning service, let me know and I can send you a couple of names.

TIP FOUR: THE BATHROOMS

Your bathrooms will also get the drill sergeant review from buyers, in particular any master bathrooms. Similar to the kitchen, make sure that any old fixtures are replaced and that the floors, bathtub & shower walls are CLEAN. You can replace bathroom fixtures easily these days without spending a lot of money. And a fresh coat of paint can go a long way here too. I have seen buyers walk out of houses after walking into dirty old bathrooms.

TIP FIVE: CURB APPEAL

First impressions count. Similar to a fresh coat of paint for a room, a yard that has the grass cut nicely goes a long way. Walk outside and look at your front yard and the front of the home. Does the front of the house need paint or residing? Are there any broken windows or shutters that need repair? Does the yard need cleaning? You do not need to hire a landscape architect, but you want to make sure that your yard looks clean and nice. Be sure to pick up any items in the yard, position trash bins so that they are not visible from the street and any other general cleaning / maintenance that might be needed. If you need information for someone who does this type of work, let me know and I can send you a couple of names.

HOW TO INCREASE YOUR HOME'S VALUE

TIP SIX: DECLUTTER

If you are thinking about selling within the next year, start this now. I have seen buyers walk through homes that have too much stuff everywhere and comment to me that it just looks messy. When a buyer this a home is messy, they figure that there are other problems with the home as well even if there is not! This is something that even I deal with sometimes as we just get so 'used to things' laying around that we do not even see them anymore. They almost become invisible! Do decluttering in two stages.

STAGE ONE:

Get everything that you have not used in the last few months (or years!), and do not anticipate using in the foreseeable future boxed up and in storage or the basement (neatly!). This would include clothes that you have no worn in a long time, dishes / appliances that you have no used in forever, paperwork piling up, bathroom items and other things. These are items that you do not want to throw away or donate, but you just do not need in your home on a day to day basis.

STAGE TWO:

This is when you are getting close to listing your home for sale. Now you want your home to be ready for buyers to walk through and have a good impression so that they think to themselves, "This is a clean and neat home, the owner must take care of it!" This will also help make moving day easier after your home is sold! Pack up even more clothes that you are not going to wear anytime soon, pack up toys, appliances that are not being used, or kitchen items, bathroom items, tools, books, art, etc. Put these in storage or boxed neatly into the attic or basement. Be sure to label all boxes with box the room they belong to, like, "Kitchen" and what is in the box "Dishes".

TIP SEVEN: HIRE A HOME INSPECTOR

If you are thinking that you might sell your home in the next year, consider this, most buyers will hire a home inspector that will inspect your home for any and all issues. Wiring, foundation, installation, etc. In the case of a Home Inspection, you do not want to be surprised! When you accept an offer on your home, you want to close the deal with as little hassle as possible. More and more home owners will hire a home inspector and provide a home inspection report to buyers as this can make buyers more ready to make an offer on your home, especially if they are considering other homes that do not have a home inspection. The other benefit for you though is that you can use the home inspection as a 'What do I need to do' guide if you find something major. Please keep in mind that home inspection reports will be detailed and may startle you initially similar to reviewing your results from a physical if the doctor is not present! If you make the wise investment for a home inspection, have me come over after you get it to review it with you and I can give you advice on what is common in our market and what is not. Every market is different, so just because you see something that looks scary on the inspection.

STEP 6

Negotiate Like a Master

Now this is where things get exciting. You've got an offer or maybe two or three at once! In most cases, your home's list price won't be the selling price. When it comes to settling on that final magic number, you're going to be **negotiating**. That's something as your REALTOR® I am an expert at, but here are some key strategies for owners:

It's a conversation. Don't be offended by low offers and conditions. No one is forcing you to accept them. Think of it as a starting point to have a conversation.

Always counteroffer. Momentum matters. Just the act of moving a deal forward helps make the deal happen.

Price isn't the only thing. You can negotiate on price, offer conditions, assets in the home. Don't get stuck on one thing.

Remember, even 1% more for your home can mean thousands to your bottom line.

And once you agree, the buyer provides a deposit cheque to be held in trust until the conditions are met. The conditions usually have a set time for removal, and usually include things like an inspection and financing.

Once the conditions are met, the buyer signs a waiver and the deal is firm. If you've completed all these steps, then you are a successful home seller.

Congratulations!



STEP 7

Calculating Your Net Proceeds

The cheque is in! Now how much do you get to keep? There are a number of closing costs to consider.

Legal Fees. Lawyer's fees vary, but often have structured fees for the purchase and sale of homes posted on their websites. Sellers pay in the area of \$1000.00 for a lawyer to look after the legal details necessary to close their home.

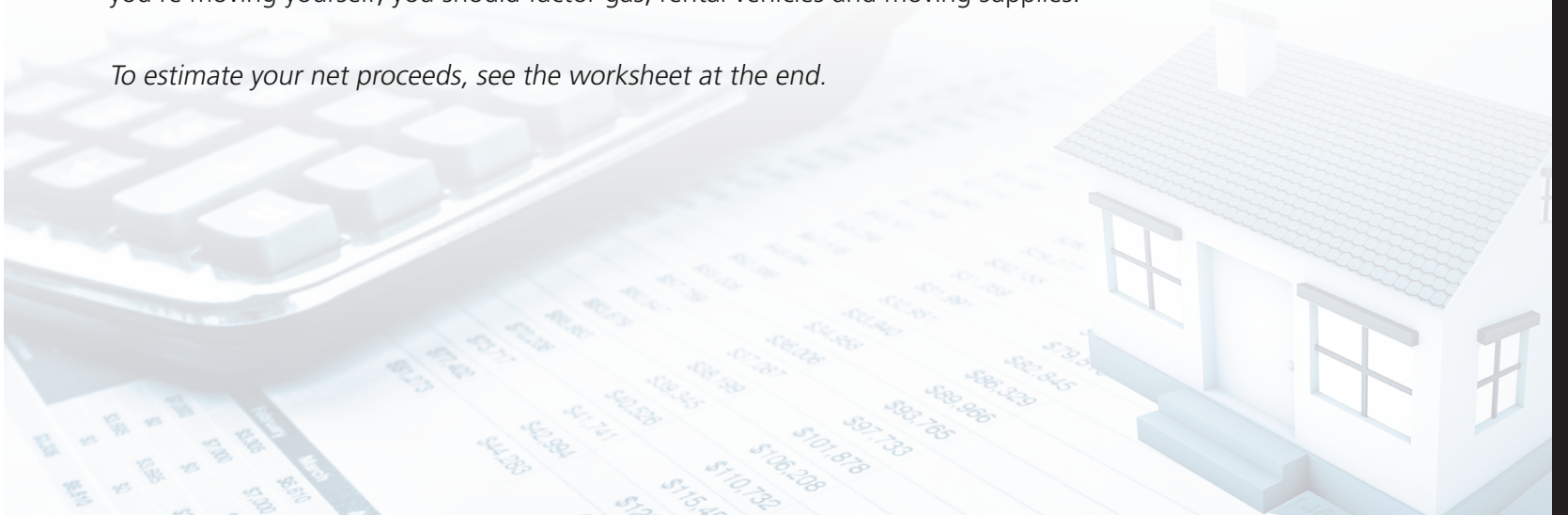
Mortgage Fees. Check with your mortgage lender to determine if any costs will occur when transferring or releasing your mortgage. There is sometimes what is referred to as a discharge fee to remove the mortgage from title that can range from \$100 to \$250.

Disbursements. These fees cover additional legal expenses such as travel, copies, couriers, registration fees and preparing document transfers. Disbursements can range upwards of \$500, but can sometimes be built into your legal fees.

Adjustments. It's difficult for a home seller to calculate exactly how much money is owed to which utilities on closing day. Your lawyer will ensure that any overpayments or deficiencies on rents, mortgage interest, property tax and utility charges will be corrected, and the buyer and seller will be credited or charged accordingly.

Moving Costs. Moving costs vary based on location and the amount of possessions being moved. If you're moving yourself, you should factor gas, rental vehicles and moving supplies.

To estimate your net proceeds, see the worksheet at the end.



STEP 8



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For all of your real estate needs.

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Meet with Michelle

Feeling more informed? I hope so!

There's a lot to selling a home. If, after reading this, you feel like you want some help, I'd be happy to speak with you. I'll provide you with a complimentary market evaluation of your home, and answer any other questions you have.

I've added some worksheets and other reference material after this page. I think you'll find it helpful for becoming even more informed and getting organized to get the most for your home!

Sincerely,

The Results REALTOR®
Certified Negotiation Expert
Top 1% of Fraser Valley Board since 2000

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This document is not intended to solicit properties already listed for sale.



BACKGROUND



**MICHELLE
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A Little Bit About Michelle

I've been a real estate agent since 2000. I started right out of Kwantlen University College with a education in Sales and Marketing when I was 21 and I've never looked back. Within three years I was in the top 10% of all REALTORS®, and I still maintain that ranking to this day. I've also been a member of the RRI President's Club for over 5 years, consistently ranking among the top in the industry.

My strengths are in market knowledge and negotiating. My sellers get an average of **95%** of their list price. That's a high average, and it comes from working hard during negotiations, and having the experience to set the right price. That's no easy task.

More than 80% of my business comes from referrals—my clients stick with me. If you'd like to speak to any of them to learn why, I'd be happy to arrange it.

Known by clients and colleagues for her honesty, integrity and dependability, Michelle also has a reputation for timely and focused responses to each of her client's needs and concerns. She is a skilled negotiator and goes the extra mile for her clients. The joy she receives from working with clients from start to finish and witnessing the end result, perpetuates her to always work the hardest she can for them.

Thanks for sharing your time with me. If I can help in any way, just ask.

I look forward to working with you!

Sincerely,

Michelle Perreault



A FEW WORDS



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From Our Sellers

Higher Marketing Standards!

"We just got your Just Listed post card.... VERY IMPRESSIVE... The same day we received another Realtors plain printed page. Congratulations for setting higher standards."

- Dee and Lloyd Paulson

Finding Your Dream Home is Michelle's Priority!

"Thank you for all of your re-assuring words and acts of kindness. We are grateful for the time you spent with us while looking for our dream home!"

- The Baileys

A stress-free real estate experience!

"Michelle is the only Realtor I would ever use! In the last ten years she has never been unavailable to me. She has been the best help and adviser that I could ever ask for."

- Jessica Phan

NUMBER ONE IN NEGOTIATIONS!

"As a past very satisfied client I am pleased to praise her work and efforts. She has negotiated a few deals for me in the past and in all cases she always conducted herself in a very professional manner. I am most impressed with the way she worked diligently looking out for my best interests and welfare. In my sales and purchases she negotiated the optimum price. I am also impressed with her positive energy, skill, honest, integrity, and diligence. She is my Realtor for life and #1 in my books."

- Joe Feldes

Market Knowledge, Reliability and Professionalism!

"As one of Scotia Bank's Key Partners, Michelle Perreault has been excellent to deal with. She is a very easy referral to make to my clients if they are looking to purchase or list their home. I feel confident handing my clients off to her as I know how pleased they will be with her process. I've had only positive feedback from my clients about her quick responses, market knowledge, reliability and professionalism. As a mortgage professional, I find her extremely organized and greatly appreciate how timely her responses are and how quickly she's able to provide required documentation!"

- Kelsey Maxwell, Scotia Bank Home Financing Solutions



YOUR TOP 10 LIST

Describe 10 things you love most about your home or neighbourhood.

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

CALCULATING NET PROCEEDS

Estimated Selling Price	\$
Less:	
Mortgage Balance	\$
Mortgage Penalty (if applicable)	\$
Interest Per Diem (Interest from last payment to date of closing)	\$
Property Tax / Utilities Adjustments	\$
Real Estate Commission with HST	\$
Moving Costs	\$
Other:	\$
Estimated Net Proceeds of Sale	\$

Our Proven Multi-Media MARKETING SYSTEM



MLS (MULTIPLE LISTING SERVICE)

MLS is the largest online database of available real estate in the Fraser Valley and Greater Vancouver area, and it's where the majority of people begin their search. This website is accessible by over 39,000 real estate agents in the GTA area, each with hundreds of clients potentially looking for a place just like yours. MLS listings contain complete and detailed information about the property as well as full colour photographs.



WEBSITE MARKETING | www.michelleperreault.ca

Your property will be featured prominently on its own personal website URL, be featured on the nationally ranked website, www.michelleperreault.ca, along with several other prominent real estate sites that combined garner over 300,000 hits per month. Our online marketing strategy gives your listing the best possible exposure to the most potential buyers worldwide.



PROACTIVE PROSPECTING

There are only two ways to find a buyer. You can wait for them to find you, or you can proactively go out and find them! I do both, and that means far more potential buyers for you and your home.



VIEWING FEEDBACK

You will receive real-time feedback directly to your e-mail inbox from all agents who take their clients through your property. You can log into the secure system to view past and pending appointments, as well as read the reviews. We analyze all feedback and continually tweak your listing for maximum appeal.



VIDEO TOURS

In a sea of competitive listings, video tours give potential buyers a behind-the-scenes look at your neighborhood and your home without having to leave their couch. Your custom video tour will be uploaded to its own website, and to YouTube, where hundreds of potential buyers have viewing access 24/7. This is an invaluable tool for today's tech savvy, educated consumer.

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Our Proven Multi-Media MARKETING SYSTEM



PROPERTY BROCHURES

Breathtaking photos and vibrant descriptions make up your customized home brochure, designed as a memorable take-away for visiting buyers and their agents. These professionally designed brochures leave a lasting impression and often lead to repeat viewings.



24-HOUR ONLINE ADS

Your property details and images are also immediately uploaded to all the major advertising sites, such as Craigslist, Facebook, LinkedIn, and Kijiji. Rest assured, your home is visible wherever buyers are looking.



PRINT MARKETING

In most cases, we distribute 'Just Listed' cards in your area to let your neighbours know that your property is for sale. It's just one more way we widen the net to get your property the best possible exposure. Who knows who might end up buying your home?



COMPLIMENTARY HOME STAGING CONSULTATION

Studies suggest staged homes sell faster and attract more money, and in a changing marketplace, a staged home can make the difference between selling your home or not. Staging can be as simple as removing some clutter or as detailed as redesigning or refurnishing rooms. The choice is yours and my home-staging professionals will provide you with a complimentary recommendation list that will create maximum buyer appeal for your home.



SOCIAL MEDIA CAMPAIGNING

We actively maintain a blog, two Facebook pages, Twitter, Pinterest and LinkedIn. Check us out. Your home will be everywhere!

CHECKLIST

Preparing to List Your Home

In preparation for listing your home, you will need to gather up a few things:

- ✓ A copy of your survey
- ✓ Your most recent annual property tax assessment
- ✓ The average cost of utilities (electricity, hydro, water)
- ✓ The age of your home
- ✓ Details of recent improvements or renovations
- ✓ A list of items you would like to exclude from the sale
- ✓ Pictures of seasonal features (i.e. gardens in bloom)
- ✓ A list of any easements or right-of-ways
- ✓ Receipts and warranties for recent home improvements
- ✓ "10 Best Features of Your Home" Worksheet
- ✓ Other relevant information (any upgrades, copy of floor plans, builder plans and/or model name)

For condominium owners:

- ✓ Maintenance fees and a list of maintenance/fee inclusions
- ✓ Parking and locker numbers
- ✓ Pass key to the building
- ✓ Status Certificate (if available)
- ✓ A list of by-laws and restrictions



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NOTES

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