

Selling Tips

Pricing Your Property:

This is the single most important decision you will make with your Wendigo Realty agent. Once a realistic sale price is decided on, your property will be professionally marketed and promoted locally, provincially, and nationally. Unless you decide on an exclusive listing, this includes exposure on the Multiple Listing Service website (MLS).

Pricing your property right will:

- Cause it to sell faster and attract qualified buyers
- Maintain your property's marketability
- Generate higher offers if it is closer to market value
- Possibly generate competing offers

Understand the Market:

Whether it be a Buyer's, Seller's, or Balanced market, this will determine the current value of your property. Location, Size, Style, Condition, Community Amenities, Buyer Supply, and Financing Options need to be considered. See the [Glossary](#) for market definitions

Your Wendigo Realty Agent will help you determine a competitive list price using this information and a comparative market analysis. This includes comparing market activity of properties similar to yours in your area and establishing what the current market is to generate your optimal property price.

Overpricing:

Overinflating the price of your property will not give you "bargaining room." Some sellers believe that if they price their property high initially, they can lower the price later. However, by this time, the property has most likely received little activity and sat on the market for an extended period of time - buyers will become wary and avoid the property instead of being attracted to it.

As well, if the property is overpriced, potential buyers looking in a lower price range (the price range the home should have fallen into) will not be interested in looking at the property. Those looking in a higher price range (the range the overpriced home would fall into) will realize that they will receive more for their money looking somewhere else.

Agree On A Marketing Plan:

Your property may be your largest asset and is not something you sell everyday. Marketing a home can be complex and requires the proper marketing your Wendigo Realty agent will provide you.

This includes notifying current prospective buyers already searching the market, signage, local advertisements in papers or on authorized public properties boards, and a listing on MLS (unless it is an exclusive listing). Your agent knows what will work in your area.

Sign A Listing Agreement:

This is the first formal step in the process of selling your property. This commits Wendigo Realty to actively market your property for a specified period of time. Certain documentation may be needed:

- Plan of Survey or Location Certificate
- Property Tax Receipts
- Mortgage Verification
- Deed or Title Search

See the [Glossary](#) for document definitions.

Showing Your Home Checklist:

Make the most of your home! Leaving a good impression on buyers will help you get the best price possible.

Your Wendigo Realty agent can make helpful suggestions and you can also follow this checklist:

Exterior:

- ✓ House exterior in good repair
- ✓ House number easy to read
- ✓ Eaves troughs, down spouts and soffits in good repair
- ✓ Garage/car port clean and tidy
- ✓ Litter picked up and garbage bins tidied
- ✓ Cracked or broken windows and screens repairs
- ✓ Windows cleaned
- ✓ Lawn and hedges cut and trimmed
- ✓ Gardens weeded and edged
- ✓ Walk shoveled and salted, free of obstruction
- ✓ Doorbell and door in good repair
- ✓ Porch and foyer clean and tidy
- ✓ Views from windows look well kept

Interior:

- ✓ Chipped plaster and paint touched-up and repaired
- ✓ Doors and cupboards close properly
- ✓ Leaky taps and toilets repaired and cleaned
- ✓ Burned out light bulbs replaced
- ✓ Mirrors, fixtures, decorations cleaned, polished, and dusted
- ✓ Seals around tubs and sinks in good repair
- ✓ Floors cleaned and garbage emptied (including litter boxes)
- ✓ Pet smells eliminated; toys, home cleaned and tidied
- ✓ Insides of closets and cupboards neat and tidy
- ✓ Appliances cleaned inside and out (esp. if selling them with your home)
- ✓ Counter tops neat and polished
- ✓ All lights turned on
- ✓ Rooms smell clean and fresh
- ✓ Air conditioner turned on in warm weather
- ✓ Fireplace lit in cooler weather
- ✓ Halls and stairs cleaned
- ✓ Drapes opened during the day
- ✓ Carpets freshly vacuumed
- ✓ Fresh flowers in various rooms
- ✓ Jewelry and valuables locked away or taken with you
- ✓ Pets absent, if possible, during showings
- ✓ Personal photos and knick-knacks removed
- ✓ Furniture arranged to make rooms look bigger and serves the purpose of that room (make it a bedroom or an office, not both!)
- ✓ Remember: people need to be able to imagine themselves living in your home

Aspects of an Offer	
<i>Price</i>	Depends on local market conditions and opinion of value. Price offered may be more or less than the asking price.
<i>Deposit</i>	Shows buyers good faith and is applied against the purchase of the home when sales closes.
<i>Terms</i>	Includes total price and financing details. The buyer may arrange their own financing or ask to assume the seller's mortgage.
<i>Conditions</i>	Includes "subject to home inspection," or "financing," or "sale of purchaser's property" etc.
<i>Inclusion & Exclusions</i>	Can include appliances, certain fixtures or decorations
<i>Closing or Possession Date</i>	The day legal title of the property changes hands.