



COLDWELL BANKER | UNITED

EXCLUSIVE HOME SELLER'S GUIDE



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CONGRATULATIONS!! You have decided to sell your home

Whether this is your first sale, one of many, you are moving into something bigger or maybe you are about to retire and looking to downsize, this is an exciting step in anyone's life. Regardless of your step in life, selling a home is a significant decision. This guide will help you prepare for the home selling process.

ABOUT KRYSTAL JESSOME

Born and raised here, Krystal Jessome is deeply connected to our diverse community and the vibrant energy it exudes. Every local event is a testament to our shared spirit, and selling real estate here means passing on that passion to newcomers. From childhood memories exploring Birchwood Trails to the awe-inspiring beauty of our rivers, every corner of our region tells a story.



Selling real estate here means not just showcasing properties, but sharing the unique stories and spirit of our incredible community.

With over a decade of experience as a Realtor since 2012, she brings unparalleled expertise to every transaction, ensuring a seamless process for her clients. Whether buying or selling, Krystal provides comprehensive market insights to empower her clients to make informed decisions.

Beyond her professional expertise, Krystal's passion for the outdoors enriches the home-buying journey. An avid outdoor enthusiast, she seamlessly integrates her love for nature into her work, offering valuable tips on nearby trails, hidden gems like fairy gardens, and unique tree carvings.


What sets Krystal apart is her genuine, friendly approach to real estate. Known for her honesty and integrity, she builds lasting relationships with her clients, prioritizing their needs and goals above all else.

"For me, real estate is more than just transactions—it's about fostering connections and building trust with my clients. Let's connect today and discover how I can help you achieve your real

EXCLUSIVE HOME BUYING GUIDE

When selling your home, we know everyone wants the biggest payout in the least amount of time. In order to achieve this we must consider how your home should be marketed.



<p>PRICE</p> 	<p>Pricing your home too high is a surefire way to drive buyers away. Research has shown that it is more difficult to sell a home that has become stagnant on the market for too long at a price that is too high.</p>	<p>Be realistic. Your realtor should provide comparable properties within your market which are active and recently sold so you can price competitively. Accurately pricing your home will give you the most exposure to potential buyers.</p>
<p>MARKETING</p> 	<p>Poor marketing can hinder your home from selling quickly for a decent price. Not properly utilizing the power of technology to market your home will stop you from reaching out to a wide variety of potential buyers</p>	<p>Hire an experienced real estate agent in your area who will properly market your home with an aggressive and effective marketing plan. Don't be shy to ask your realtor what their plan is for your specific home.</p>
<p>CONDITION</p> 	<p>Ignoring the condition of your home, such as chipped paint or broken tiles can effect your sale. Buyers will notice these small flaws and likely choose a house that is move in ready.</p>	<p>Invest time into making necessary changes to improve your homes conditions. Small upgrades and repairs will go a long way. Your Realtor can help you determine what changes will improve your sale.</p>

CHOOSING AN AGENT

Selling a home is a big decision for most people. When you hire a Realtor® to assist you in selling, you have to ensure they are willing to give you the personal attention and service you deserve. This is the time to ensure you and your Realtor® will have a good working relationship from start to finish. Selling a home should be a stress free and rewarding experience but you should also feel your agent can educate you about the current market conditions to make a well informed decision.

Take some time to get to know your Realtor and ask them the necessary questions to ensure they are going to protect your best interests:

Experience - Is your agent experienced in your market? How long have they been a Realtor? Do they work full time?

Market Expertise - Is your agent up to date on your market statistics? Can they educate you about the market?

Negotiating Skills - Can your agent negotiate on your behalf? Do they understand all the elements of a purchase contract to properly represent your offer?

Tech-Savvy - Is your agent tech-savvy? Do they use various social media outlets?

Honest and Integrity - Is your agent genuine, sincere and reliable? Are you comfortable with the working relationship you have developed? Can they deliver the hard truth? And most importantly, do they have your best interest at heart?



EXCLUSIVE HOME SELLING GUIDE



After years in the business I have developed a strategy to follow on the road to a successful Real Estate transaction. Read through to gain a better understanding of the process, as well as our respective roles.

SELLING YOUR HOME IN 7 EASY STEPS

- Step 1: Selling Consultation
- Step 2: Free Professional Marketing Evaluation
- Step 3: Develop Marketing Strategy
- Step 4: Implement Customized Marketing Plan
- Step 5: Understanding Your Role
- Step 6: Negotiating the Purchase Contract
- Step 7: Managing the Transaction Through to Closing



1. SELLING CONSULTATION

Before we begin the process of listing your home we need to determine if you are prepared and ensure the timing is right. Each case is unique on its own so we will discuss different factors that will impact or enhance your sale.



Determining your Needs and Wants

Motivation - Why have you decided to sell your home now?

Timing - Are you flexible with your sale or are we working towards closing on a specific date?

Pricing - Do you have enough equity in the home to sell? Is there concern of a short sale?

Decision Making - Will anyone else (family, friends etc) be involved?

Communication - How often would you like updates and what is your preferred method of contact?

Previous Selling Experiences - Do you have any? What went good, what went bad?

Personal Property - Are you planning on including any personal items in the sale?

Condition of Home - Are there any issues with the home that need to be disclosed?

Relocating - Can I assist you in purchasing a new home here or in a new area?

Real Estate Agent - Have we decided that together this will be a good working relationship?

Concerns - Do you have any general concerns you would like to discuss?

2. MARKETING EVALUATION

A Comparative Market Analysis (CMA) is the most effective tool we use when determining the potential selling price for your home. As a Realtor, I have access to the MLS which I will use to prepare a report that will investigate comparable homes in our market. Using this system, I can assist you in determining an attractive, yet realistic price for your home.

A CMA will compile information from multiple sources in your area. These can be found in the form of:

Active Listings - We will look at what comparable asking prices are to ensure you are priced within your competition. Keep in mind however that these houses have not yet received an accepted offer. We will take a look at how long they have been listed on the market versus how long our average days on market are to determine whether they are suitable comparables.

Conditional Sales - Homes that have accepted an offer will give us a good indication of realistic pricing to receive an offer. We will not know the final sale price until conditions are removed.

Sold - Looking at prices paid for recently sold homes will provide the best foundation when determining what the average buyer will be willing to offer for your home. We will make adjustments from these sales taking in to account differences between your home and the comparable homes when making a qualified recommendation for the asking price of your home.

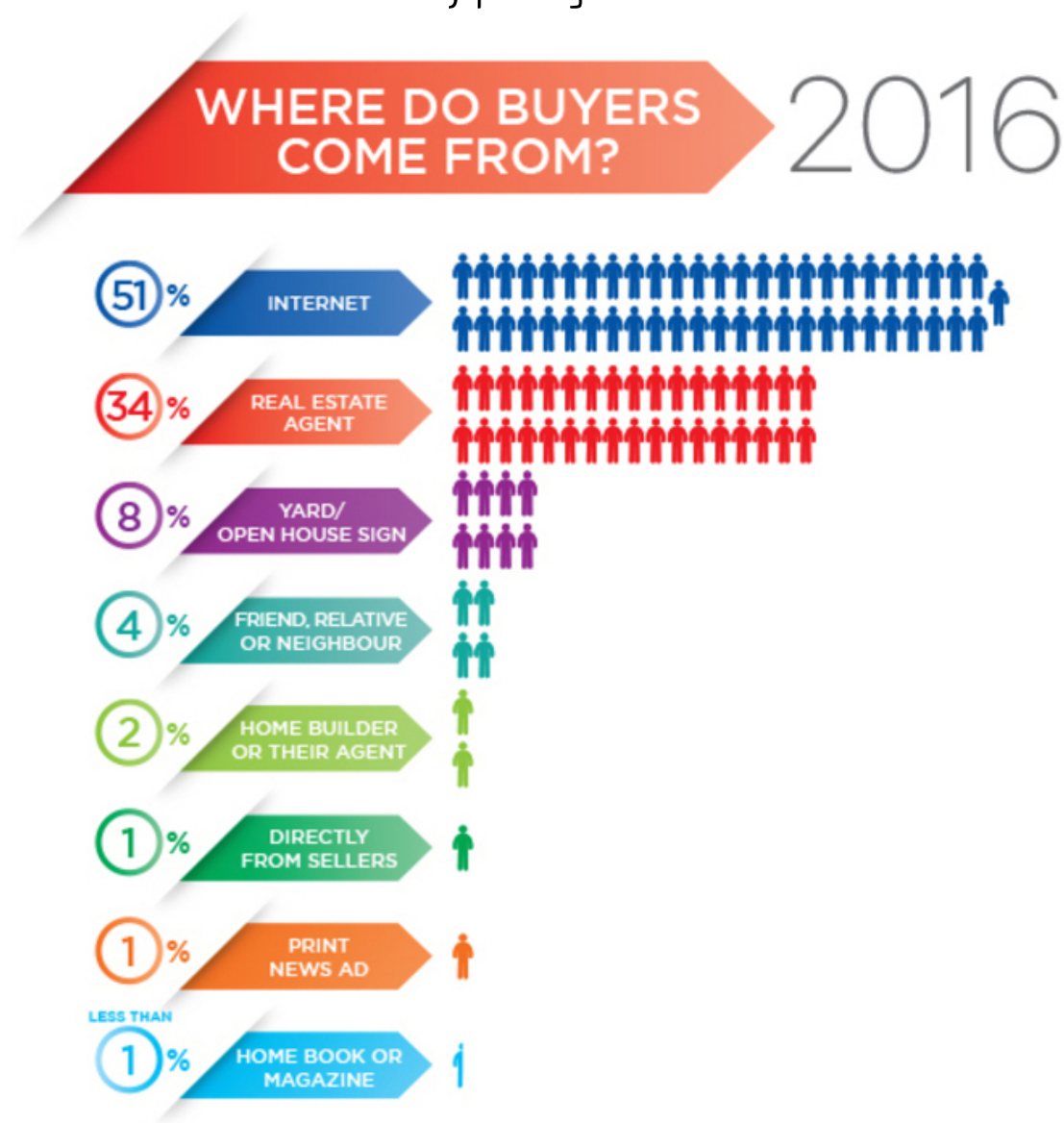
Expired - These are homes that were listed for a period of time but failed to sell. Factors that could be responsible for this could be lack of marketing, the homes condition, but most often it is simply because the home was priced too high.



If you price your home at a Fair Market Value you should see activity and a good amount of buyer interest. The higher you go above this value to "Test the Market" the less likely you are to get the same amount of interest from a potential buyer.

3. MARKETING STRATEGY

If we want to effectively market your home, it is important that we know where buyers are currently finding their homes.



The illustration above teaches us where buyers find their home. 85% of home sales are generated from the marketing efforts of real estate professionals.

3. MARKETING STRATEGY

As we just learned, the majority of buyers actually find the home they purchase on the internet and through their real estate agent. Searching for homes online is often the first step a buyer takes when planning to buy a new home. It is also important to know that today's buyers are extremely educated and knowledgeable on the market before they even begin looking at homes. Generally people know the current inventory, what pricing looks like, what has recently sold and for approximately how much.

With the utmost importance of online exposure, I have a strategic marketing plan that focuses strongly on the exact locations where buyers are looking most. We will highlight the unique and favourable features of your home and ensure we reach as many eyes as possible. This will be done with professional photography and staging to best showcase your property as well as a large online presence in the form of Facebook, Instagram and the MLS.

We will discuss unique features of your home to highlight in our marketing to ensure your home stands out above the competition. For this I will ask you to fill out a questionnaire outlining your 10 favourite features of your home because you know your home best.



4. IMPLEMENT MARKETING PLAN



You only get one chance to make an emotional connection with a potential buyer online so we must make it count. One of our first steps in the listing process is to have your home staged and professionally photographed. These pictures will showcase your home on various different advertising outlets.

Aside from photos, detailed text can draw in a potential buyer. I take my time to write descriptive text promoting your home's best features, what makes it unique in our market and what sets it apart from the competition. I draw from your love of your home with the questionnaire you will fill out that I previously mentioned.

Our next step involves getting your home in front of as many eyes as possible. We want the buyer to fall in love with your home long before they ever walk through your front door! Knowing that buyers are searching the internet for their next home, I budget most of my advertising online but still showcase your home in other areas that are proven to be successful.

- ✓ Upload your listing to our MLS (Multiple Listing Service)
- ✓ Showcase your home with professional photos
- ✓ Give advise on stating your home
- ✓ For Sale sign on your lawn
- ✓ Advertise on various social media outlets: Facebook, Instagram, Realtor Websites
- ✓ Hold Open Houses with your consent
- ✓ Your home will auto populate onto over 300 websites
- ✓ Advertise within my own database and Coldwell Banker Fort McMurray
- ✓ Participation in our weekly Realtor Caravan

During our listing period we will start to draw in potential buyers. Typically you will get 24 hours notice for a showing but at times you may get a last minute request. We will try to work around your schedule as much as possible. Showings will potentially bring offers, but at the very least it will be feedback. I will request feedback from each showing and relay this information to you, don't be offended if some of it is negative. This information will inform us if we need to make any adjustments to the condition, price, staging etc. Throughout the duration of your contract we will stay on top of the market to ensure we remain relevant and accurate.

5. UNDERSTANDING YOUR ROLE



Every showing counts and you only get one chance to make a lasting first impression. A home that is presented to the best of its potential will typically sell faster and at a higher price than its competition. Here are some tips for preparing your home for showings:

- Remove clutter, personal objects and unnecessary furniture - less is more
- Do a quick dusting and vacuuming before showings if possible
- Leave lights on and curtains open to brighten the space
- Open windows if possible to bring in fresh air and eliminate stale doors
- Be sure items like laundry, dishes, toys, pet items etc are put away
- Turn off the TV, appliances and other distractions
- Play soft music if this is accessible to create a positive experience

You want your home to be presented like a show home.

Once we have your home listed we should start to receive showing requests. When this happens your participation and cooperation is key in order to get the most exposure. You can aid in this procedure by:

- Maintaining your home in a ready-to-show condition
- Try to be flexible with showing requests
- It is always best to leave during showings and secure your pets or take them with you
- Be cautious when talking to buyers, you could accidentally weaken your negotiating power
- Let us know if the condition of your property changed
- Secure valuables such as jewelry, collectibles etc

Throughout the duration of our listing contract I will continually update you on competing homes in your neighbourhood. You need to be aware of what is going on with your competition whether that be a new listing, reduced price or a new sale. If there are sales, and yours is not, we need to know about it and figure out why. Is your price too high? Is the showing condition of your home comparable? What can we do to be sure you are the next home to sell? We will also obtain feedback from each showing to gain knowledge from the general buyers perspective.

6. NEGOTIATING THE CONTRACT



We will know when we succeeded with our Marketing Plan when we receive an offer. Together we will thoroughly read through the Purchase Contract before any decisions are made. There are many variables that effect the outcome of an offer including: deposit, possession date, terms, conditions, timelines and much more. We will also consider a variety of terms and conditions that could protect you through the sale of your home as well. If you have any questions along the way please inform me so I can ensure you are fully educated to make the best decision. Please know that once we finalize the accepted offer with your signature this is a legally binding contract.

Definitions

- Deposit:** Similar to a deposit on a car purchase, with an accepted offer the buyer submits a deposit to the buyers/sellers brokerage to be held in trust. This money is part of the buyers downpayment and secures their interest in the property. The funds are returned back to the buyer if conditions are not satisfied or waived on time OR is used as part of the buyers purchase if the contract is accepted and all conditions are waived. There are a few other circumstances that the money can be returned to either the buyer or seller, ask myself if you are concerned.

- Possession Date (Closing):** This is the day that title is transferred to the new owner and you must leave the property vacant. In the contract the seller warrants that on Completion Day, the Property will be in substantially the same condition as when this contract was accepted and the attached and unattached goods will be in normal working order. Possession takes place noon on closing day, please ensure you have left a vacant property with all conditions/terms satisfied by this time.

- Terms:** A term means any provision forming part of a contract. Each term gives rise to a contractual obligation that must be completed by the specified timeline. Terms are very specific to both the buyers and sellers needs and will be evaluated on a case by case basis.

- Conditions:** The seller and buyer is required to act reasonably and in good faith to try to satisfy their own conditions and pay for any costs related to their own conditions. Conditions must be completed within the timeline outlined in the contract.

7. Moving Towards Closing

Congratulations! At this point you would have accepted an offer. Now we will begin to work through our conditions to prepare for a final sale.

Conditions: The buyer will likely want to do their due diligence to ensure their financing is approved and the condition of the home is acceptable. A home inspection will highlight any issues that may be concerning to the potential new home owner. If major issues arise, it is very likely the buyer to want to either negotiate repairs or a potential price reduction to compensate. The buyer will also send a copy of the contract to their bank or mortgage broker for final approval. Aside from these typical conditions, several additional conditions that may be present in the offer and we will work through these together. A few examples are a lawyers review, subject to an appraisal or subject the sale of the buyers home. If there is any confusion, please advise me so I can fully explain your responsibilities.

Cancelled Sale or Final Sale: Be advised that the buyer does have the right to cancel the purchase if conditions are not fulfilled or we cannot negotiate the contract to resolve these issues. It is not until we receive a waiver removing all conditions, that we have a final sale. Up until this point, I will keep track of the buyers progress to avoid any hiccups along the way. If the buyer is fully satisfied with their conditions they will submit a waiver making it a final sale.



7. Moving Towards Closing



Before the buyers take possession of the home there you will have your own homework to complete to ensure a smooth transition.

- Plan your move. Contact movers and start packing.
- If you have not already, start your search for a new home.
- Be prepared that the buyers lender may contact you to schedule an appraisal.
- Change or forward your mail.
- Schedule your disconnect or transfer dates with your utility companies.
- Cancel any mail subscriptions.
- Transfer or disconnect insurance.
- Once your home is empty, do a final clean for the buyers prior to their pre possession walkthrough.
- Ensure all windows and doors are locked.
- Vacate the house before 12pm on possession day.

Address changes to consider:

Utilities

- Water
- Gas
- Electricity
- Telephone
- Cable/Internet
- Mobile Phone Provider

Financial

- Bank/Credit Union
- Credit Cards
- Student Loans
- Investments

Service Providers

- Doctor
- Dentist
- Physician
- Veterinarian
- Babysitter

Government

- Department of Motor Vehicles
- Vehicle Registration
- Social Security

Insurance

- Health Insurance
- Dental Insurance
- Life Insurance
- Car Insurance
- Homeowner/Renter Insurance

Other

- Family/Friends
- Personal Identification

POSSESSION DAY

The day you have been waiting for and the biggest reward after all your hard work! We will schedule a time to meet at the property prior to the buyers taking possession for me to gather any remaining keys or items that will need to be left behind. Typically monies are transferred around noon on possession day. Once the lawyers are able to finalize the sale they will alert myself and my office that the sale has been completed. It is at this time that we both get to celebrate and rejoice in the excitement.

I truly hope that this day is an exciting time for you and your family. I take pride in getting people to this point and celebrate in the excitement with you. My wish is during the whole process you have been informed, had fun and it has been as stress free as possible.

Today is Your Day!



7. Moving Towards Closing



If all went well, and you have secured a final sale, during the time period while you wait for possession you will have a few tasks that will need to be completed:

Lawyers: If you haven't already chosen a lawyer, you will need to at this time. Together we will ensure the lawyers receive all the necessary paperwork so they can prepare for possession. You will be meeting with the lawyer about a week before closing to finalize your payment of fees, payment of any adjustments or taxes, sign documents and finalize anything else that is required before you own the home.

Movers: If you are using professional movers, book early to ensure they can fit you into their schedule.

Mailing Address: Sit down and make a list of address changes that you will need to change. You may want to have your mail forwarded through the post office.

Utilities - Ensure your utilities are cancelled on possession day. This includes your phone, cable, internet, power, water and gas services.

Closing: Prior to possession all terms must be dealt with. The home must be left in a vacant state in reasonably the same condition as the time the offer was written. Any extras that were negotiated in the contract must be upheld by both the buyer and seller. At this point, when the buyer and seller have signed all documents required by their lawyer, lender etc monies will be transferred on closing day. When money is transferred title is also placed in the new buyers name and it is at this time that we will hand over the keys.

CONTRACT DIRECTORY



Home Inspectors

iSpy Home Inspections
Mike Middlestead 780.215.4443

Canadian Residential Inspection
Services
Eddie Dicks 780.713.7654

Global Property Inspections
Van Downey 587.919.6015

Law Offices

Flett Manning Moore
780.799.9290

Stringam LLP
780.790.2022

Cooper and Company
780.791.7787

Mussel Flett Law LLP
587.276.1888

Mortgage Specialists

Whalen Mortgages
Jodi Whalen 780-715-7533

TD Bank
Amanda Stuart 780.215.1137

Mortgage Architects
Barb Pinsent 780.370.1490

BMO
Happy Goraya 780.381.0580

Electricity & Gas Utility Providers

Direct Energy
1.866.374.6299

Just Energy
1.877.439.5536

ATCO Energy
1.844.687.2826

EasyMax/Enmax Energy
310.4822

RMWB Utility Service Hook-up
780.743.7976

Fort McMurray School Boards
Fort McMurray Catholic School Board
www.fmcschools.ca

Fort McMurray Public School Board
www.fmpsdschools.ca

House Cleaners & Carpet Cleaners

Executive Housekeeper
780.881.9445

Bryan The Carpet Cleaner
780.804.0775

R3 Cleaning
867.446.5170

Cleaning By Terry (Carpet Cleaning)
780.880.4738

Trades

City Wide Electric (Electrical)
780.713.7054

Sitka Mechanical (HVAC)
587.601.0032

Professional Mechanical (HVAC and
Plumbing)
780.743.4877

Action Imperial Plumbing and Heating
(HVAC and Plumbing)
780.799.7201

Marcel Roberts (Painting)
780.598.4362

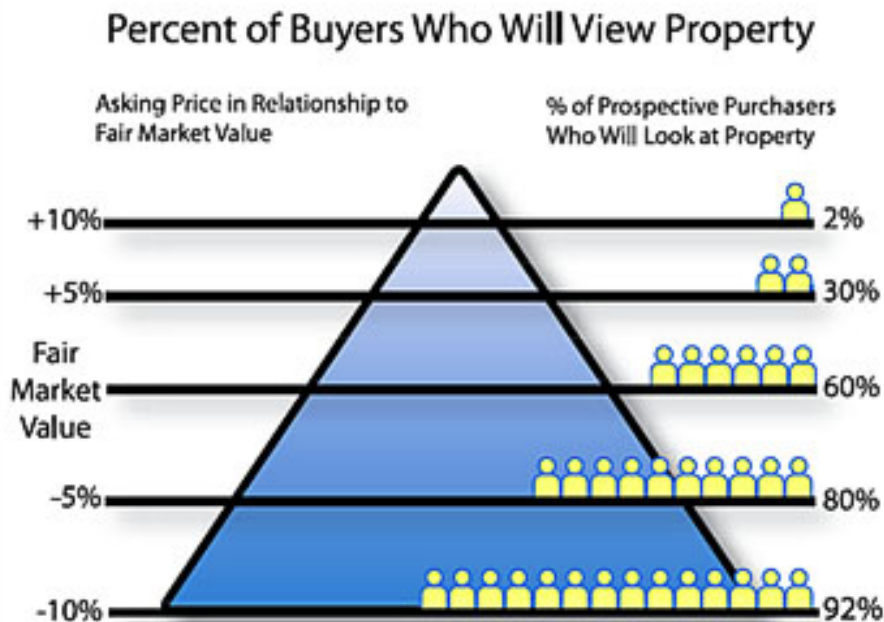
Condo Document Review

Condo First Review
780.920.5552

Condo Check
403.509.2250

CDIC
403.228.6770

DANGERS OF OVERPRICING



When introducing your home to the public you want to make sure it is well represented. The end goal will always be to sell your home for the highest price in the shortest amount of time. To achieve this, we want to ensure pricing is accurate. If pricing is too high you are likely to run into multiple hurdles.

The excitement of a new listings deteriorates - Generally we will see the most activity within the first two weeks. Once a listing becomes stagnant buyers generally start asking why it hasn't sold, what is wrong with it and will end up low balling their offer if they do go for it.

Over-pricing helps sell your competition. - If you are of similar quality, size and location to your competition but priced higher, your competition is more likely to receive an offer first.

I understand that you might need a certain amount for your home to sell depending on the balance of your mortgage and various life situations, but in the end a home will always sell for market value. Don't chase the market, stay ahead of it.

Aside from pricing your home accurately, you will want to ensure your house looks better than your competition to give yourself that edge. Here are some tips to help sell your house faster for more money:

Outside Your Home

- Lawn maintenance - mow and water
- Trim shrubs/trees
- Keep bikes, toys etc out of sight
- Paint/touch ups
- Add homey touches ie: flowers, welcome mat

Inside

- Declutter
- Clean closets and keep counter tops clear of "stuff"
- Scrub tile floors
- Clean carpets
- Clean windows and mirrors
- Are windows working properly?

Kitchen

- Ensure cabinets and countertops are in good condition and clear of belongings
- Clean tile grout
- Re-caulk if needed

Bathroom

- Are the faucets working?
- Do your sinks drain well?
- Ensure toilets are working and not loose
- Scrub showers and tubs
- Clean vanities and mirrors

Living Room

- Clean fireplace
- Clear off coffee tables
- Minimize Clutter

Basement

- Be aware of musty odours, smells and dampness
- Repair cracks found in floors, ceilings or walls
- Clear any drains
- Are there signs of insects or rodents?
- Is the space well lit?

Garage

- Organize your belongings
- Keeps cars in garage, not on the driveway if possible

Repairs

- Replace missing door or cabinet hardware
- Fix leaky faucets
- Replace burnt out light bulbs
- Ensure appliances are in working condition
- Paint if necessary

Freshen Up!

- Do not smoke in your home
- Clean out litter boxes
- Empty trash, recycling etc
- Wash drapes and shampoo carpets
- Make use of air fresheners around the home

*This is a small guideline in staging a home. If you have any questions, please ask and I will guide you further.

SELLING CHECKLIST



Listing Home

- Seller consultation and market evaluation
- Sign selling documents
- Prepare home by doing repairs and staging
- Take photos and put sign on lawn

Work through offer

- Negotiate offer
- Work through selling conditions
- Schedule any repairs that may be required
- Waive Conditions

Sold

- Select lawyer
- Inform realtor of lawyer choice
- Disconnect insurance, water, utilities, condo fees if applicable
- Forward mail and change address
- Arrange movers if required

Within Two Weeks of Closing

- Sign transfer documents at lawyers
- Provide lawyer with fee payment
- Possession day!

WHY YOU LOVE YOUR HOME?



Write down your top 10 things that made you fall in love with your home. These are items that may make your home unique or may have a story that needs to be told. Some examples may be the neighbourhood, a custom mantel, the unique floor plan etc. This will help me market your home to the best of my ability.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.
