



HERE TO HELP
WHENEVER
YOU'RE READY.

A GUIDE TO
SELLING YOUR
HOME



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ARE YOU READY TO SELL?

Welcome to
my Sellers Guide
for getting your home sold!

This is a comprehensive and jam packed full of information package designed to help guide you through the process of selling your home. Selling your home doesn't have to be difficult and you are not alone.

In this package, I have included everything you need to know and can expect so the process can be easy and stress free.

You will receive a list of tips to consider before putting your home on the market, explanation of what will happen while on the market, a breakdown of what happens when we receive an offer and much more. There is also a list of services you may need to use when selling a home such as lawyers, utility disconnect and staging companies.

My wish for you is to provide a service that cannot be found anywhere else. I am here to represent you in the seamless sale of your property and to always work in your best interests. I am always available for you and for any inquiries about your home from others. I will spend the time and energy necessary to sell your home, using every medium I have access to, until it is sold!

Kelsey Smith

MY QUALIFICATIONS:

- > Building for Success
- > Sellers Representative Specialist Course (SRS)
- > Real Estate Negotiations Expert Designation (RENE)
- > Accredited Buyers Representative Designation (ABR)
- > Certified Neuro-Linguistic Practitioner (NLP)
- > Anatomy of a Blog Workshop
- > How to SEO Workshop
- > Simple Keyword Search Hacks Workshop
- > Generate Titles & Headlines for your Blog Topics Workshop
- > Instagram Research & Hacks Workshop
- > How to Write Listicles Workshop
- > Building a Social Media Campaign

Your REALTOR® and You:

How to choose your Regina REALTOR®

Using a REALTOR® is crucial for the sale of your home. I am not salesperson, I offer a service that all sellers need and cannot be found elsewhere. When deciding how to choose your REALTOR® there a few key things to consider.

1. Ask how often the REALTOR® communicates with their client.

Your REALTOR® should communicate with you every 7-10 days until your home sells. You want a REALTOR® who is organized and can dedicated his/her time to you. You want an agent who can show you what is changing in the market, how your home is competing with new listings and one who can provide you the results of any marketing.

2. Make sure the REALTOR® does market research before suggesting a list price.

Some REALTOR® will suggest a higher list price to ensure they get the job. This type of tactic will be a waste of your time. Listing your property too high will result in no showings and if you do get showings, the buyers won't have much positive feedback. Ask for a Comparative Market Analysis and then ask to see the comparables.

3. Check out the REALTOR®'s online presence.

Anyone can own a Facebook business page. Check to see how often they use it. Are they posting regularly? Do they have a website? Does their audience engage with them? Make sure there is some sort of a marketing plan in place.

4. Choose a Seller's Representative Specialist!

If proper marketing is what's going to get your home sold, verify the work and make sure they walk the talk. MOST IMPORTANTLY: Do their listings look GOOD online?

YOUR REALTOR
AND YOU.

YOUR REALTOR AND YOU.

Why work with a Sellers Representative Specialist?

What's the difference between a regular agent and an SRS®?

Selling a home may be the largest and most emotional financial transaction you ever undertake. If you're ready to sell your, wouldn't you prefer to work with the most qualified real estate professional you can find?

As Sellers Representative Specialist, I have gone through additional training, have proven experience representing sellers and that extra edge you have been looking for. I am your Sellers Representative Specialist!

What makes an SRS® the right choice for you?

The SRS® designation is only awarded to licensed real estate professionals who complete specialized training that gives them the edge in understanding a seller's perspective and protecting and promoting their buyer-clients' interests. Before earning the SRS® designation, Seller's reps must also demonstrate proven experience in representing sellers. Further, they are committed to maintaining their professional edge by staying current on the latest issues and trends in seller representation.

In addition to knowing the dynamics of the local market, REALTORS® with the SRS® designation understand the special needs of Sellers. They have additional knowledge and experience that takes them a step beyond an agent who only concentrates on just collecting listings. An SRS® can provide you with valued assistance throughout the transaction and help you make informed decisions that will lead to a successful home sale.



Preparing Your Home:

There is a lot to consider - but you don't have to do it alone.

After you have made the decision to sell, things happen quickly & it can be overwhelming thinking of the many things you need to do to get the home ready for showings! I can help.

I always recommend decluttering. Declutter closet spaces, drawers, counter tops, picture frames & personal items. We want the buyers to walk into the home and imagine themselves and their own belongings in the property. You can leave a few personal items out but put the majority away (you are going to pack it anyway).

Before your home goes onto the market, there are a few easy things you can do to ensure it shows well.

- Think Functionality
- Think Clean
- Think Appealing
- Think Outside

I can set you up with a handy man that will come in and tighten a few things up. If you require a fresh coat of paint, go to home depot and buy one of the miscolour cans for \$10.00. **The clean, well-maintained home will always sell faster and for more money.**

See page 18 & 19 for complete list.

Staging

The purpose of Home Staging is to ensure the home flows nicely & feels good. The stager (usually an interior designer) doesn't have any emotional attachment to the property, therefore they are able to see it from the buyer's perspective. By changing certain items in the home, rearranging furniture, maybe adding pops of colour or neutral artwork; they strive to create a feel in the home that makes someone else feel like they could live here. Staging without renting furniture can be relatively inexpensive and will provide positive feedback from buyers.

{ Staging is an expense I highly recommend. }
{ You only get once chance to impress a buyer! }

See page 16 for list of staging companies.

YOUR REALTOR
AND YOU.

GETTING THE BALL ROLLING

What's your home worth?

Market Evaluations can be used for a number of things. If you are reading this you are probably considering selling your home. Perhaps you are considering refinancing, maybe you are downsizing or upsizing, maybe an estate sale is in process or maybe you want to ensure your investment has kept its value. Market Evaluations are primarily used to determine the current market value of a property.

As a REALTOR®, I have access to all currently listed homes and all previously sold homes in your area. Below is a list of qualities I take into consideration when comparing properties:

Style of home	Garage vs no garage
Square footage of the home	Quality of the finishes
Square footage of the lot	Age of windows, roof, furnace, flooring, kitchen etc.
# Bedrooms	Overall condition of the home
# Bathrooms	Upgrades
Finished basement vs unfinished basement	Location (your neighborhood & street)

Among other things, a Market Evaluation is an analysis of the similarities and differences between property and what that value is. I will perform a market evaluation as part of my service to you.

**See your Market Evaluation*

How long will it take?

The rule is, if you are priced correctly you should sell within 30 days.

There is a different Average Days on Market for every style of home in multiple different mini markets within Regina. Condo's definitely have a longer days on market in our current condo market. Million dollar homes have a longer average days on market.

If you have an average home that is similar to everything else on the market, you should sell within the average time frame. If you have a home that is an "odd ball" in the neighborhood either in price, location or condition, it may take a bit longer.

I will tell you the Average Days on Market for houses in your area when we do our market evaluation.

WHAT IF OUR PRICE ISN'T WORKING?

If we have been on market for 14-30 days and we haven't sold, we need to adjust something.

The buyers will always tell you what your home is worth. If your home shows well, if it's marketed properly and has plenty of showings but no offers, then we might be priced too high.

If there is no movement within two weeks, than I suggest we take another look at market conditions and our comparables and see where we stand.

Why we “don't start high and see what happens.”

It might seem tempting to test the market and see if you can get away with listing your property for more than its market value, just to see if a buyer will go for it.

The buyer almost never goes for it. They are put off by overpriced homes and very quickly become extremely discouraged. 9/10 times a buyer will avoid writing an offer on an overpriced property.

For example: Your REALTOR® does a market evaluation and tells you that you should list your home for \$249,900. You decide to “start high and see what happens,” moving forward to list at 265K. A set of buyers are qualified for 250K. The buyers see your home online and have to move along and look at other houses that are priced according to what they can qualify for. Scratching your home right off the list.

The longer Days on Market your home has, the more buyers wonder “what is wrong with it?”

Pricing too high discourages & scares off buyers. It increases Days on Market and ultimately can land you a lower than deserved sale price.



CHOOSING THE RIGHT MARKETING APPROACH FOR YOUR HOME:

65% OF CANADIANS START THEIR HOME SEARCH ONLINE

The utilization of online marketing is crucial to complete the sale of your home. Platinum Realty is a full service Real Estate Brokerage that offers both marketing experience and more importantly, online consistency. The goal of our advertising is exposure and of course, to find a buyer.

UsedRegina & Kijiji- We will promote ads onto these platforms.

- Professional Photographs
- Professional Virtual Tour
- Professional YouTube video
- Professional “Just Listed” postcards
- Professional Staging (as discussed)

Open Houses are automatically uploaded to syndicated websites advertising all open houses for the weekend. (as discussed)

Printed Ads in Regina Real Estate Review, Leader Post, Homes & Land. (as discussed)

MLS Listings are syndicated to every other online Real Estate platform (over 500 websites, such as Century21, Remax, Royal LePage, Point2Homes)



Most difficult tasks for FSBO sellers:

- Getting the right price: 18%
- Preparing/fixing up home for sale: 13%
- Understanding and performing paperwork: 12%
- Selling within the planned length of time: 3%
- Having enough time to devote to all aspects of the sale: 3%

CHOOSING THE RIGHT MARKETING APPROACH

Facebook Ads (Sponsored)- Plenty of different material to advertise on Facebook.

- Open Houses
- Full Photo Albums
- Virtual Tours
- Individual “Luxury” Photo promotion
- Important to remember that any type of Sponsored Ad will have specific targeted audience.

Instagram- Instagram is a photography based advertising tool. We will utilize professional photos.

- Post a number of “luxury” home photos.
- We can run the same type of sponsored ads on Instagram as we can on Facebook.
- #Hashtags are how we target demographics. #Reginaluxuryhomes #reginarealestate

Signage

- Customizable open house signs for exposure & promotion
- For Sale sign on your yard

Promotional Items- We can highlight your home with promotional items.

- Feature Sheets using professional photos
- Just listed postcards
- Full property description both in print form & online



Where buyer found the home they purchased:

- Internet: 51%
- Real estate agent: 34%
- Yard sign/open house sign: 8%
- Friend, relative or neighbor: 4%
- Home builder or their agent: 2%
- Directly from sellers/Knew the sellers: 1%
- Print newspaper advertisement: 1%

SO YOUR REALTOR® HELPED YOU GET YOUR HOUSE ON THE MARKET - THEN WHAT?

After you have decluttered, staged and gone through the necessary paperwork your home will be shortly uploaded onto the MLS system. You can expect showings to happen at random times during the day and plenty in the evening.

How do showings happen?

9/10 times it will be a buyer's agent showing your home. If I have any buyers looking for a property like yours, I will show them myself and let you know it's me showing. A buyer's agents will contact me for showings and I will contact you to make sure the time works for you.

If you have small children and prefer a cut off time for showings, we can discuss



Reminder

- When a showing is scheduled, try to leave the house at least 10 minutes before the agent is scheduled to show and allow about 30 minutes per showing.
- Showings can be 10 minutes if they dislike the property and 45 minutes if they like it.
- Sometimes, buyers will have their parents or kids tag along.

TIP! Sometimes there will only be an hour or two of notice for day time showings. Before you leave for work in the morning, give the home a quick tidy.

- wipe down counters
- make beds
- put away laundry
- ensure garbage's are taken outside

During your homes time on the market, I will keep you updated. I will ensure that I communicate with you, in an effective way that works for you.

I will communicate with other REALTORS® on your behalf.

I will keep you informed of comparable houses that have been listed and sold that happened after our initial Market Analysis.

I will inform you of feedback from Buyers (if provided).

I will provide any additional support you may need.

NOSEY NOSEY BUYERS.....

Buyers always wonder why you are selling... They think “something must be wrong and they don’t want the property anymore!”

Here is a list of questions buyers will ask as they look through your home:

Why is the seller selling?

How long has the property been on the market?

What has sold in the neighborhood?

Is the seller negotiable?

What is wrong with the property?

When do they need to move?

How many showings have they had?

How many offers have been refused?

Have any offers fallen apart? If so, why?

How much was the accepted offer?

What will they accept?

We will discuss what you want me to tell Buyers when they ask “why are they selling?”

Questions I ask the Buyers agents...

Have your clients been preapproved?

Do they have a property to sell?

How many properties have you looked at?

What kind of terms do the buyers need?

When do they want possession?

WE GOT AN OFFER!

“BUYERS WILL TRY TO NEGOTIATE A LOWER PRICE AFTER A BAD HOME INSPECTION.”

What is an Offer to Purchase?

An Offer to Purchase is the three page legally binding contract that outlines the terms and conditions of the sale of your home.

Terms (or Conditions): Terms of an Offer to Purchase can include any of number of things. Terms are the items that must be completed or agreed to by both buyer & seller in order for conditions to be removed. A gasline search, Surveyor's Certificate, receipt of the Property Condition Disclosure Statement, financing and inspections are the usual terms. Sometimes you might see a carpet cleaning, repair list or request for the home warranty package, among plenty of other things that can be written as Terms.

Offer Price: we will work on this together and ensure you fully accept the final sale amount.

Deposit: We will negotiate a strong deposit. The deposit being held does not benefit you unless conditions have been removed and the buyer cannot complete the closing or take possession of the home. If this happens, then you keep the deposit in full.

Conditions Removal Date: We allow 7-10 days to provide the buyer enough time to get financing in order and to allow time for any inspections/appraisals.

Possession Day: We will indicate an appropriate possession date such as 30-60 Days/Negotiable in our listing agreement. After an offer is received we will discuss a specific day that will be agreed upon by both buyer and seller.

Inclusions: The buyer will negotiate anything they want to keep such as appliances, TV wall mounts, window treatments, yard equipment etc. We will negotiate what works for you.

Home inspection: A Buyer will most likely request a Home Inspection as one of the terms of the Offer to Purchase. They might include separate inspections such as foundation, electrical or appliance inspections.









Home Inspectors will make a thorough attempt to find any deficiencies in the home. They will find everything and anything that is wrong and will present it to the buyer in their report.

**KELSEY SMITH**
REALTOR®

PRE-LISTING HOME INSPECTION

It is recommended that Sellers have their own home inspections done so they can be made aware of any issues that are wrong with the home and have them corrected before the home hits the market. A pre-listing home inspection can be used to better gauge a listing price or to provide feedback of items the seller can fix themselves, to ensure the Buyers are not able to negotiate a lower sale price.

THEY WILL INSPECT:

-  Roof
-  Plumbing
-  Mechanical issues
-  Appliances
-  Structural issues
-  Any pre-existing water damages
-  Attic insulation
-  Overall quality of the home

How will you know it's sold?

The buyer will focus on removing/completing the terms or conditions written into the Offer to Purchase and your home will be SOLD when we receive a "Notice to Remove Condition(s) on Residential Contract of Purchase and Sale" signed by the buyer. This form indicates that the buyer has completed everything necessary to buy the home and the sale is 'firm.'

Keep in mind, we are not 'done' until the Buyers take possession.

Sold- Now what?

Lawyers

You will need to meet with your lawyers at some point to sign the title transfer documents. They will call to meet with you at least 10 days before possession day.

The lawyers will determine if the buyers owe you excess for taxes or any other rented items in the home. They will collect this money on your behalf. They will also disperse any sale proceeds to you after funds have been transferred from the buyers.

Be a nice seller & clean the house!

Please clean the house. Often, people will leave an abundance of stuff they decided they did not want to move last minute and leave it in the home for the new owners. Do not do this!

Possession day is an extremely high stress day for the buyers. They have had a stressful journey getting approval of the mortgage and making all the tough decisions. Possession day is meant to be the relief-the happiest time of the entire journey. If they come into a home that is dirty and has garbage everywhere, they will be upset and your negligence will make the whole process feel like a negative experience. The buyers will be mad at their agent. Their agent will be mad at me and I will be upset with you.

Clean the house to the cleanliness you would be happy moving into.

YOU DON'T HAVE TO DO IT ALONE!

After your home is firmly sold, there is a period in which you have time to pack. Maybe you are moving into a new home, maybe to a new province. Whatever the situation may be, I can still help from here. I have included a handy list of all the services you might need prior to putting the home on the market and services you may need after the home is sold!

See page 16 for complete list of Referral services.

ONE STOP SHOPPING

Referral sources

*I assume no responsibility for these services/contractors. This is simply a list of services to provide you ease of access when outsourcing services.

→Plumbers

JAYS SEWER & DRAIN SERVICE
306-737-5242
www.jaysdrains.com

BANSHEE PLUMBING & HEATING
306-737-4728
www.facebook.com/Bansheep plumbing

ATLAS SEWER SERVICES
306-924-1098
www.atlassewer.ca

→Foundation Specialists

AAA SOLID FOUNDATION
Travis- 306-596-2998
Steve- 306-536-2656
<http://aaasolidfoundation.com/>

GROUND UP FOUNDATIONS
306-551-6605
<http://www.groundupfoundations.ca/>

JS BASEMENT WORKS
306-337-1850
<http://www.jsbasementworks.com/>

→Concrete

BOUSS CONSTRUCTION INC.
306-530-6904
www.boussconstruction.com

HEPTING CONCRETE LIMITED
www.heptingconcrete.com
306-536-1788

SAFRANE CONSTRUCTION LTD.
306-541-7950
www.safrane.ca

→Furnace & Duct Cleaning

FULL THROTTLE FURNACE & DUCT CLEANING
306-570-1483
www.full-throttle.ca

DUSTY'S FURNACE & DUCT CLEANING
306-352-3878

KLEAN KING VAC LTD
306-781-6097
www.kleankingvac.com

→Appliance Repair

HURST APPLIANCE REPAIR
306-791-0123
<http://www.hurstappliance.ca/>

A A ABLE APPLIANCE REPAIR
306-757-6499
<http://m.mysask411.com/a-a-able-appliances-regina/>

SHAUGHNESSY APPLIANCE SERVICE
306-721-7077
<http://www.shaughnessyappliance.com/>

→Handyman & Carpenter

LEO KYRIAKIS
306-737-9687

→Stagers

APPELQUIST INTERIOR DESIGN
306-585-9219
www.appelquistinteriordesign.ca

HOUSE ENVY INTERIORS
306-737-6487
www.houseenvy.ca

ERICA HONOWAY INTERIORS
306-527-0072
www.ericahonoway.com

→**Photographers**

JAMES CUDMORE- MY VISUAL REAL ESTATE
306-529-8756
www.myvisuallistings.com

LINDSEY KAUTZ
www.lilyfieldphotography.ca

CRYSTAL DE LA SABLONNIERE
306-530-3287
www.revealedphotography.wordpress.com

→**Home Inspectors**

CURTIS BEAUDRY- CAPITAL HOME INSPECTIONS
306-520-3946
www.capitalinspections.ca

TIM KELLY-A BUYER'S CHOICE
Home Inspections Regina
306-539-2209
reginasouth.abuyerschoice.com

GLOBAL PROPERTY INSPECTIONS REGINA
306-545-2613
www.globalpropertyinspections.ca

→**Movers**

BROS HAULING & MOVING
306-450-1488
www.facebook.com/BRos-Hauling-Moving

TWO SMALL MEN WITH BIG HEARTS
306-352-1329
www.twosmallmen.com

REGINA MOVING
306-988-0442
www.reginamoving.ca

→**Cleaning services**

PRO MAIDS
306-519-7883
www.pro-maids.ca/regina-cleaning-services

COMPLETE CLEAN
306-580-1013
www.completecleanregina.ca

→**Utility Hook up**

www.regina.ca/visitors/new-property/moving-in

→**Canada post**

www.canadapost.ca/mailforward

→**Garbage removal**

BROS HAULING & MOVING
306-450-1488
www.facebook.com/BRos-Hauling-Moving

→**Lawyers**

Tarissa Peterson LL.B
LINKA HOWE LAW OFFICES
306-352-9676
www.linka.ca

Bill Johnston
NOBLE JOHNSON LAW OFFICE
306-949-5616
www.noblejohnston.com

Brandon Hicks
MCDOUGALL GAULEY LLP
306-565-5156
www.mcdougallgauley.com

COMPLETE SELLERS CHECK LIST:

THINK FUNCTIONALITY >

- Pack away out of season clothing and shoes from the front and back doors
- Pack away kitchen appliances you only use once in a while
- Pack away out of season blankets (mid-winter duvets can go into storage if not being used)
- Pack away unruly stacks of books or hobby material not being used
- Pack away miscellaneous objects in the home such as vases, jewelry stands, CD cases, extra entertainment devices
- Pack away anything currently out of season (Christmas lights, wreaths, Halloween decorations)
- Store away extra children's toys
- Make sure all windows open & close properly
- Repair or replace broken appliances

THINK CLEAN >

- Give all the trim & baseboards one good wash
- Wipe down (and declutter) counter tops
- Sweep/Wash floors
- Wash walls (remove finger prints)
- Make all of the beds
- Clean up any animal left overs in the back yard
- Ensure no animal smells or hair
- Put dirty dishes away
- Declutter, wash and clean the fridge
- Clean the stove & microwave
- Light a subtle candle or aromatic sent that will get rid of any cooking smells (no vanilla)
- Deep clean any carpets
- Clean garbage cans
- Clean windows & window sills (inside & out)

GARAGE >

- Make sure openers/controls are working
- Declutter shelving units
- Remove any potent smells if possible
- Seal concrete
- Organize storage

THINK APPEALING >

- Fix any faucet/plumbing leaks
- Scrub grout clean or buy grout stain for tile flooring/bathrooms
- Replace old dirty shower curtains
- Ensure bathtub doors/mirrors are spotless
- Repair any dings & scratches in the drywall
- Repair or replace broken light fixtures and light switch panels
- Replace furnace filter if needed
- Beat out dirty rugs
- Lubricate squeaky doors
- Fix stiff doorhandles or closet doors
- Repaint for freshness
- Get rid of dark & dampening drapery
- Repair loose hand railings or outdoor fences
- Install brighter light bulbs if dim
- Clean furnace & water heater
- Replace furnace filter if needed

OUTSIDE >

- Remove snow from driveway & sidewalks (make assessable for buyers)
- Keep grass cut
- Rake leaves
- Maintain weeds & bushes
- Ensure no garbage on the lawn or around property line
- Adjust grading if needing
- Pressure wash siding
- Touch up window sills with paint
- Clean window screens
- Fix loose eaves
- Fix lose shingles
- Clean gutters
- Replace broken windows
- Clean/organize outdoor furniture
- Check that house numbers, mailbox and exterior lighting are all in good condition



Who Is Kelsey Smith?

My name is Kelsey, I am a real estate agent in Regina and I focus on marketing homes for sale.

Aside from selling Real Estate, I have a love for learning that will always allow me to better service my clients. I recently completed my Neuro-linguistic Programming practitioner training. I am also an Accredited Buyers and Sellers Representative Specialist.

I am a mentor with Big Brothers Regina. I mentor a beautiful 7 year old little girl who is super sassy and I am so lucky to have her.

I am a video host for The Inside Regina Project and an avid reader.

When I'm not out saving the world one little girl at a time, I hang out with my Chihuahua and relax as my life allows.

I look forward to getting to know you!



Service Pledge

I will provide a more personal, completely customized, suite your needs type of experience when selling your home. My goal is to ensure the sale of your home is smooth, stress free and successful.

You, as the seller, spend the money, make the decisions, the packing and unpacking. It is my commitment to handle all the other issues so that you can focus on everything good.

I recognize that Real Estate is forever changing and evolving. I recognize that the needs of my clients are all uniquely different and I must constantly improve my skills so that all of them are met.

I will continue my Professional Development in attempt to always be up to date with industry changes and to always provide top notch service for you.

I will grow & adapt to changes in the marketing/social industry as a way to ensure my clients are always getting the exposure they deserve.

I look forward to working with you,
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