

PUCKRIN & LATREILLE

REAL ESTATE TEAM

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A look at everything you can expect from selling your home. Plus, insights and strategies for maximizing your results informed by our decades of industry experience.

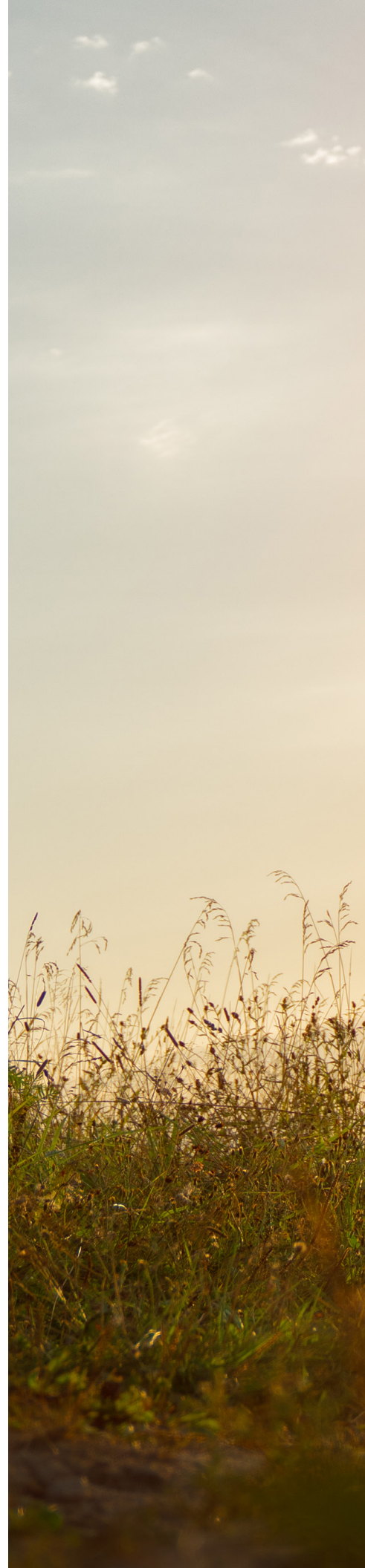
STREAM-
LINING YOUR
PROPERTY SALE

RE/MAX

All-Stars Realty Inc., Brokerage
Each Office Independently Owned and Operated

STEERING YOU IN THE RIGHT DIRECTION

Selling your home is without a doubt exciting, but it can also be a busy and emotional process too. From start to finish, your home sale will have a lot of moving parts. We put together this seller's guide to help you make sense of it all and keep you on the right path. From major variables and key decisions, all the way down to the little stuff.





WHAT MAKES A REAL ESTATE AGENT PERFECT FOR YOUR SALE?

The first step in any successful home sale? Finding a dedicated and experienced professional who can help you not just accomplish but exceed your goals. That said, there are a lot of real estate agents out there, so it's important to know what makes a great agent stand out from the rest.

One of the most essential details of a high-quality agent is their experience. In Durham Region and the Kawartha Lakes, real estate is constantly evolving. As a seller, getting the best result possible means hiring an agent who has worked in all kinds of market conditions before.

Beyond experience, a high-quality agent should also be deeply knowledgeable about your community and properties like yours. Around here, homes are anything but cookie-cutter.



Whether you have a traditional family home, waterfront cottage, farm, acreage, or even commercial property, maximizing your sale starts with choosing an agent with proven experience selling properties that are similar to yours.

STAGING FOR ADDED VALUE

Staging makes your home more attractive to buyers - laying the foundation for a seamless, and high-return sale. With a few strategic tweaks and upgrades, buyers will be able to envision themselves living and thriving in your home, leading to competitive, motivated offers.

What Does Staging Look Like?

Effective staging is always tailored to the unique features of the home itself, and typically follows a deep cleaning and decluttering process. Common staging methods include.

- A fresh coat of interior or exterior paint.
- Replacing or removing older furniture.
- Introducing minor decor elements to reflect seasonal ambiance.
- Making minor repairs as needed. If there are any leaky faucets or loose cabinet doors, now is the time to make those upgrades.

If needed, your real estate agent can connect you to local vendors who will help ensure your property is shown in its best light.



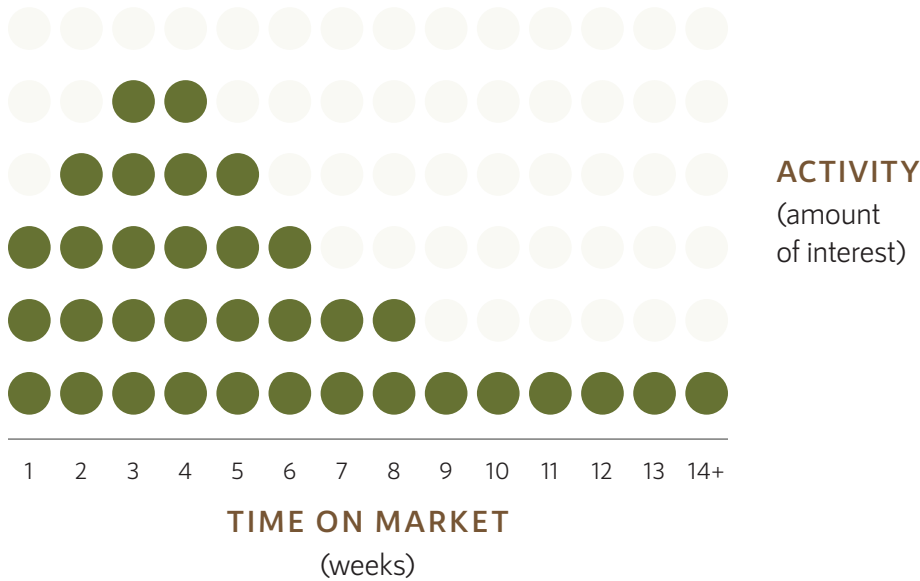
CHOOSING THE RIGHT PRICE

Some sellers, especially those who haven't sold a home before, may underestimate the importance of the pricing process. In reality, this step is actually quite specialized. Rather than grabbing a number from thin air, your home's market value is determined by its location, features, condition, and the local market.

Maximizing Buyer Interest is a Balancing Act

In order to get top dollar, your home should be priced strategically to attract high-quality offers. Choosing an asking price that's too high could make other listings more attractive. Setting the price too low could leave money on the table.

That being said, no two homes are the same - especially in Durham Region and the Kawartha Lakes. With so many distinctions and variables, choosing the price for your home requires market insights, skill, and a little bit of intuition.



As a local market expert, your real estate agent will be able to help you determine the best asking price.



GETTING YOUR HOME SHOWING READY

In real estate, first impressions are everything. If you're looking to impress buyers, your home should be presented at its absolute best. This may require a little bit of elbow grease, but it can pay dividends in the form of strong offers.

Inside Your Home

One of the most important parts of ensuring the interior of your home looks great is cleanliness. Starting with a hands-on deep clean, try to maintain a sparkling space while your home is on the market. Tidy your home regularly, ensuring it looks (and smells) great. Don't forget to take out the trash and recycling before showings.

Outdoor Appeal

Ensuring the outdoor areas of your property are attractive and well-maintained is just as important as the interior. Keep driveways, walkways, and patios free of dirt, debris, and snow. If you have a front porch, limit clutter and objects around the doorway. During the warmer months, ensure your lawn, trees, and shrubbery are appropriately trimmed and in good shape.

SORTING THROUGH OFFERS

Once your home has made a splash on the market, you'll begin receiving offers from interested buyers. When an offer comes in, you'll need to decide whether you want to accept, decline, or counter.

As a dedicated professional that's knowledgeable about the current and historical market, your real estate agent will help you determine which offers are advantageous, and when it's best to negotiate further or walk away. During negotiations, they'll go to bat on your behalf, ensuring you get the best deal possible with no money left on the table.

Offers Under the Microscope

In addition to the unique factors of your home, each offer will look a little different based on the buyer's personal intentions. That said, here's a look at some key details that are included in most offers.

- Purchase price of the home.
- Timeline and closing date.
- Possession date.
- Any conditions included by the buyer such as an inspection, appraisal, obtaining financing, or the sale of their home.



CLOSING THE DEAL

Once all conditions are met, it's time to close the deal and finalize your sale. Finally, you'll be able to let out a breath of relief. During this stage, your real estate agent will take on most of the heavy lifting to ensure the important details are ironed out and loose ends are tied up.

Closing your sale will entail some important documents and paperwork. This might sound overwhelming, but your agent will ensure you have a grasp on all of the important details - helping you feel confident, informed, and ready to celebrate your sale.

PREPARING FOR CLOSING COSTS

While wrapping up your home sale is exciting, there will be a handful of significant costs that arise during the closing process. Here are some of the most important expenses to prepare for.

- Real estate agent commissions or agent fees.
- Real estate lawyer fees.
- Fees or penalties related to your mortgage.
- Minor repairs if needed.
- Movers.



Closing costs vary home by home. Your agent can help you build a complete closing budget based on your unique circumstances.



GETTING READY FOR MOVING DAY

After finalizing your sale and tying up the loose ends, it's time to start thinking about moving day. Depending on the details of your sale, this could be several months down the line or just a few weeks. Either way, there will be a lot that goes into your move.

Rather than leave everything to the last minute, it helps to start planning, packing, and preparing well in advance.

After Your Sale

- Begin decluttering and donating any old or unwanted belongings that you won't be bringing with you.
 - Make a budget for the various costs of moving.
 - If downsizing, begin moving large items or furniture into storage.
-

One Month Before Moving Day

- Make a reservation with a reputable local moving company. Your agent can provide referrals if needed.
 - Update your address and contact info on all important documents and identification.
 - Let your utility providers know about your move.
 - Research the local amenities and infrastructure of your new community. Make a note of healthcare facilities, major roadways, transit routes, shops, and essential services.
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Week-Of

- Meet with your real estate agent and lawyer to look after any final paperwork or details.
 - Pack up non-essential items.
 - Confirm your reservation with the moving company.
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On Moving Day

- Finalizing packing.
 - Do a final walk-through of your home and outdoor property.
 - Prepare for the movers' arrival.
 - When you arrive at your new home, do a complete walkthrough of the home before moving in your belongings. Note any issues or deficiencies.
 - Unpack and make the space yours.
 - Celebrate your accomplishment!
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There will be plenty of property-specific steps related to your move. Your agent will help you sort out the details so nothing gets left behind.





SEARCHING FOR A HOME SALE CENTRED AROUND YOU?

Look No Further.

We've spent decades helping sellers in Durham Region and the Kawartha Lakes get top dollar for their properties and we can do the same for you.

In an ever-changing business, our vast real estate experience helps protect you from adversity. Regardless of what's going on in the market, we have the selling strategies to guide you through a stress-free and successful sale.

Have a question? Don't be shy, we're here to help!

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