

DIANE LOTHIAN

personal real estate corporation

SELLER GUIDE

Selling your home is a complex, multi-step process that calls for the experience and knowledge of a Real Estate Agent. There are quite a few things you will need to consider, and having the assistance of a professional agent will be a huge asset! We have created an overview with some tips on where to start and what to expect.

1. FINANCING

We suggest sitting down to talk with your lender regarding the mortgage on your current home. There are numerous options, so don't worry if you are still paying this off. Finding out what you will qualify with purchasing your next home is something you will want to nail down. The Sale price of your home can affect what you might be able to purchase in the future so taking this into consideration is important!

2. FIND YOUR REALTOR®

It's important to partner with a REALTOR® you feel completely comfortable with. Hiring an agent that has your best interest at heart is working searching for. Most of us will know a friend even a family member who is a Real Estate Agent, but be sure to do your research. Sometimes we can fall for the agent who is suggesting the highest asking price, but be careful as this might not always be the correct option for you. The last thing you want as a seller is to have your home sit on the market for months on end because it is priced too high. A good REALTOR® can help you price your home to sell, answer questions like "When is a good time to sell?" and will have in-depth, current market information.

3. YOUR READY TO LIST!

No one wants their listing to go stale! Pricing your home too low or too high is not an option. Your REALTOR® will have up to date market analysis and will be able to explain competitive pricing, current market stats, and give you an educated estimate of what your home should be listed at. In setting a fair price, your home will get more exposure and potential buyers will be more interested. This will result in your home selling in a timely manner!

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4. MARKETING

Once you have found the right Real Estate Agent, your next step is to sign a Multiple Listing Contract. This will include an agreed upon commission and will give your REALTOR® permission to post your property on the MLS (Multiple Listing Service). Marketing is very important! Promoting your unique property in multiple avenues of social media will ensure that you get the best exposure. Online platforms such as Instagram, Facebook, LinkedIn, and Youtube are some of the areas an agent might advertise. Traditional ways such as magazines, flyers, brochures and the local newspaper are also used.

If you are occupying your home, staging will not be required, but if it is vacant this may be an option for you. Your REALTOR® will have plenty of contacts in this area so be sure to ask if it is something you are interested in.

5. Closing

You have received and accepted an offer! This is exciting news! There are a few things that come with this stage of selling your home. The potential buyer will want to conduct a home inspection and (potentially) negotiate the cost of any repairs. Your Real Estate Agent will assist you with any negotiation that might be needed. Finally, your lawyer and REALTOR® will walk you through the paperwork and legal part of what is needed from you in order to close the sale on your home.

CONGRATULATIONS YOU HAVE SOLD YOUR HOME!



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