

# Sell for “top” dollar - 5 steps

## Research and complete a competitive market analysis to help you price for “top” SOLD pricing

1. Make appointment with you for property preview and then listing presentation
2. Confirm what is going to happen
3. Perform property preview to: Assess the curb appeal, compare with others in neighborhood; establish square footage
4. Review pre-listing questions
5. Research all comparable currently listed property
6. Research sales activity
7. Research days-on-the-market for similar properties, location and price
8. Review property tax roll information
9. Research property's ownership
10. Check municipal tax/survey records for lot size
11. Verify the legal description from public records
12. Confirm current zoning
13. Check for land use restrictions - special zoning
14. Verify legal names
15. Start formal office file on the property
16. Confirm school district and effect of schools on the property value
17. Determine whether property is subject to a shoreline road allowance (if applicable)
18. Review all pertinent information to ensure that it's complete
19. Prepare listing presentation with researched materials
20. Prepare Comparative Market Analysis (CMA) to establish “top” fair market value
21. Review brokerage credentials, accomplishments and how we “EMPLOY ALL REALTORS to get you “top dollar”.
22. Explain the various Realtor relationships
23. Give the you an overview of current market conditions
24. Present your CMA
25. Top offer pricing strategy based on experience and current market conditions
26. Discuss a marketing plan to meet the your goals
27. Explain the advantages and power of the Multiple Listing Service®
28. Explain the use and power of web marketing and www.realtor.ca (many millions of buyer views per month)
29. Explain our work behind the scenes and our availability

## 140 point home seller's performance campaign

And yes while at a franchise brokerage we were #23 in Canada & #97 Internationally!

30. Explain taking calls and screening for qualified buyers versus curiosity seekers using our “Buyer care programme”
31. Present and explain the strategic master marketing plan
32. Review and explain the Listing Agreement and obtain your signature - provide copies
33. Review and confirm all legal descriptions and ownership details
34. Confirm lot size from your survey - if no survey is available
35. Note any lot line fencing, easements and variances
36. Discuss with you the possibility of seller take back mortgage (STB) and other options
37. Offer you or your relocation company “Sold in 90 days or we'll sell it for free!” You pay only the selling brokerage fee. Terms apply
56. If required, determine natural gas, heating oil or propane supplier's name and telephone number
57. Note on listing any rented appliances i.e. hot water tank, furnace, etc.
58. Verify security system - owned, rented, terms and service terms
59. Ascertain if any lead-based paint, asbestos insulation, UFFI or other latent defect needs to be disclosed
60. Prepare a list of property features such as pool, sauna, whirlpool, landscape pools and special plants
61. Prepare a list of chattels included or excluded from the sale of the property
62. Compile a list of recent improvements, repairs or maintenance
63. If property is vacant, advise you to contact insurance company
64. Explain the advantages of an electronic lock box; get spare key
65. Verify any rental units. zoning, fire & electrical bylaw compliance
66. Arrange for installation of For Sale sign
67. If required, assist you with filling in the Seller Property Information Statement
68. Discuss the Agreement of Purchase and Sale
69. Explain the offer presentation process and multiple offers
70. Discuss possible conditions in an offer to purchase
71. Discuss results of Curb Appeal Assessment, Interior Décor Assessment and ways to improve appearances for showings
72. Load listing into personal database for transaction management

## We help you put your property in “top selling shape”

38. Provide home staging advise
39. Provide any required of our “industry insider's special reports”
40. Measure and record all room dimensions
41. Obtain house plans if available
42. Make a copy of any house plans
43. Copy survey and retain in listing file
44. Advise you of how showing appointments will be made
45. Prepare instructions for Realtors showing the property and confirm with you the best times to show to prospective buyers
46. If applicable, have Mortgage Verification Forms signed and submitted to mortgagee
47. Verify with lender any penalties, terms and current rates and if your mortgage can be discharged
48. Check on whether the existing mortgage can be assumed and under what terms
49. Confirm any Condominium Fees or Homeowner Association fees currently in effect
50. Get a copy of the Condominium bylaws, if applicable
51. Confirm supplier of hydro or any other provider of this utility
52. If required, calculate the utility usage for the past 12 months from your records
53. Verify the availability of any septic bed layout or permits at time of installation
54. Water – if municipal, check on rates for the past 12 months
55. Well water – confirm well status and have Health Unit test so remedial steps can be taken if required. Advise of any abandoned wells on the property and put on the listing

**Your listing can be invisible to the right buyer if marketed wrong.  
We get you the “ultimate exposure” to all buyers, local and relocating - “24 hours a day”.**

73. Prepare and check MLS® data input sheet
74. Upload to Real Estate Association – MLS® Data
75. Proof read listing as it appears in www.realtor.ca
76. Take additional photos for uploading to MLS® for use in marketing and virtual tour “the 24 hour open house”
77. Virtual tour extras link supplemental information; feature brochure, survey and a map of your location
78. Advise of online buyer paging while buyers are viewing your virtual tour they can page to our team
79. Create your “guerrilla marketing campaign” including; social media, yard signs, mailers, brochures; cross marketing

80. Use active (not passive) marketing for buyers including: knocking on doors, cold calling, our database buyer matching
81. Properly pre-qualify all buyers prior to showing your property
82. Co-ordinate showings with you, tenants and other Realtors.  
Return all enquiries – as soon as possible
83. Install lockbox if authorized by you
84. Prepare personal mailing and contact list
85. Generate possible buyer contact list
86. If required, prepare "Just Listed" cards, flyers and handouts
87. Constantly review MLS® to ensure property remains competitive
88. Prepare property marketing brochure
89. If required, print of approved brochure and distribute
90. Link property brochure to all online marketing
91. If required, hand out "Just Listed" notices to neighbours
92. Provide marketing data to all buyers
93. Promote your property to other Realtors
94. Assist Realtor's pre-inspecting for their buyers, as requested
95. Price changes promptly conveyed
96. Reprint supplies as required
97. Update mortgage information as available
98. Follow-up showing feedback
99. Provide showing feedback. Monitored results for offers
100. Work with other Realtors buyer interest to help produce an offer
101. Review buyer showing feedback for adjustments to marketing
102. Buyer feedback based make enhancement suggestions
103. Provide bi-weekly "Progress Toward Sale"

#### Easy Offer Review

**We represent you in office, home or on your device.  
We help you negotiate the best possible contract.**

104. Receive and review all Offers to Purchase submitted
105. Evaluate offer with you
106. If required, prepare a schedule of your "cash-in-pocket" at closing
107. Counsel you on each offer – explaining merits and weaknesses
108. Contact buyer's representative for qualifications & motivations
109. Deliver Seller Property Information Statement (SPIS), if required
110. Confirm that buyer is qualified by mortgage lender
111. Obtain pre-qualification letter from mortgage lender
112. Help you negotiate favorable offer terms
113. Prepare and convey any; counter offers, acceptance and/or amendments
114. Copies of all documents to lawyer for you

**"First class" after-the-sale follow-up.  
We monitor and handle closing progress, mortgage tracking, home inspections, finance and appraisals  
You get your "top dollar" cheque at closing.**

115. When Offer to Purchase is settled and finalized by you, deliver to the buyer's representative leaving a true copy
116. Deliver deposit to Trust Account as soon as practicable
117. Provide copy of the executed agreement to the office deal file
118. Advise & counsel you on the handling of other offers while the original transaction is pending i.e. days to meet conditions in first offer and procedures
119. Update personal transaction program indicating sale pending
120. We provide relocation assistance to you, as required
121. If necessary, we assist you in getting interim financing
122. Make you aware of the various financing options that your buyer may need and assist buyer in applying for financing, if applicable
123. Arrange for appraiser inspection & comparables
124. If Seller Take Back; Review credit report of buyer with you
125. Order Septic Tank inspection, if applicable
126. Deliver water test results from Health Unit to mortgage lender
127. As required, arrange other inspections financial, insurance, mould, termite, WETT inspection, etcetera
128. Mortgage track
129. Contact lender/Realtor regarding mortgage application progress
130. Prepare/obtain waiver or condition removal documents and deliver to lawyer for the you
131. Co-ordinate buyer's professional home inspection
132. Review the inspection report
133. If repairs required (negotiated), assist you in obtaining trustworthy contractor to perform required repairs
134. Schedule appraisal appointment
135. Provide appraiser with comparables used to set list price
136. Assist you in questioning appraisal report if it seems too low
137. Work with buyer's representative to arrange any visits prior to closing as agreed in the Agreement of Purchase and Sale
138. Arrange for trust deposit monies, if in excess of commission due, to be given to the lawyer for rebate to you
139. Be available for any concerns/questions from you
140. Advise real estate association that property is Sold and supply details as to price, date of sale, selling brokerage

## 140 point home seller's performance campaign

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**Jim Watson**  
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M.V.A. (appraiser - residential)

**Cathy Watson**  
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**Client acknowledgment:**

**Date:**