



SELLER'S *guide*



doug@muircorealty.ca



905-531-3684



www.muircorealty.ca

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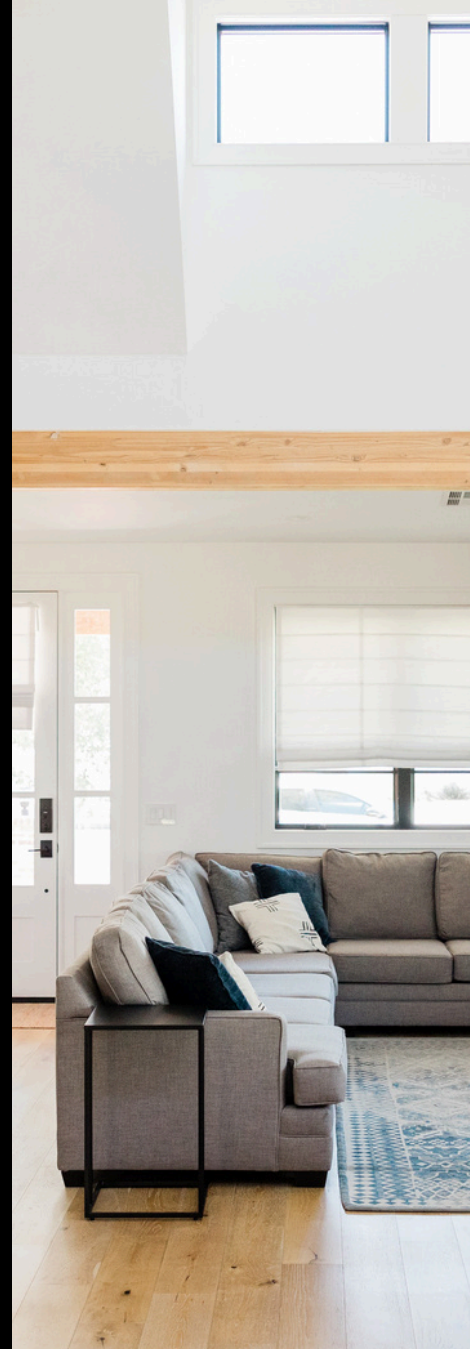
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PRE LISTING *Checklist*



INTERIOR PREP

- Clean & remove clutter
- Organize closets
- Eliminate odors
- Clean blinds & curtains
- Repaint with neutral colors
- Mop hardwood and tile
- Clean windows
- Repair holes or cracks in walls
- Check and repair leaks and signs of dampness in the attic and basement
- Clean baseboards and trim
- Check and replace lightbulbs
- Dust all lights and ceiling fans
- Remove personal photos
- Take out all trash
- Fix anything not working properly



EXTERIOR PREP

- Mow the lawn
- Plant colourful flowers
- Trim trees and shrubs
- Remove weeds
- Add a new, clean doormat
- Clean or paint the front door
- Clean the patio and furniture
- Ensure lights are bright and functioning
- Make sure doorbell is working
- Clean and repair gutters
- Fill in driveway cracks
- Wash and clean the windows
- Replace missing shingles
- Repair shutters and screens
- Refinish steps and porch
- Check if home alarm is functioning
- Sweep driveway clear of leaves
- Keep walks free of ice and snow in winter
- Clean pool, filters, and plumbing

VENDOR *Partners*

PAINT AND REPAIR
LANDSCAPING
PACKING & DECLUTTERING

HOUSE CLEANING
PROFESSIONAL STAGING
AND MORE...

If there is any service you require to help get your home prepared, please let us know and we will refer you to a trusted partner.

MARKETING *Plan*

STAGING AND PHOTOS

Your home's first impression occurs online. When your home looks its best, it will create excitement and anticipation for potential home buyers to come see the home.

MLS LISTINGS

Using multiple real estate boards in Ontario, your home listing will be showcased to as many Realtors as possible and their clients.

SOCIAL MEDIA & EMAIL

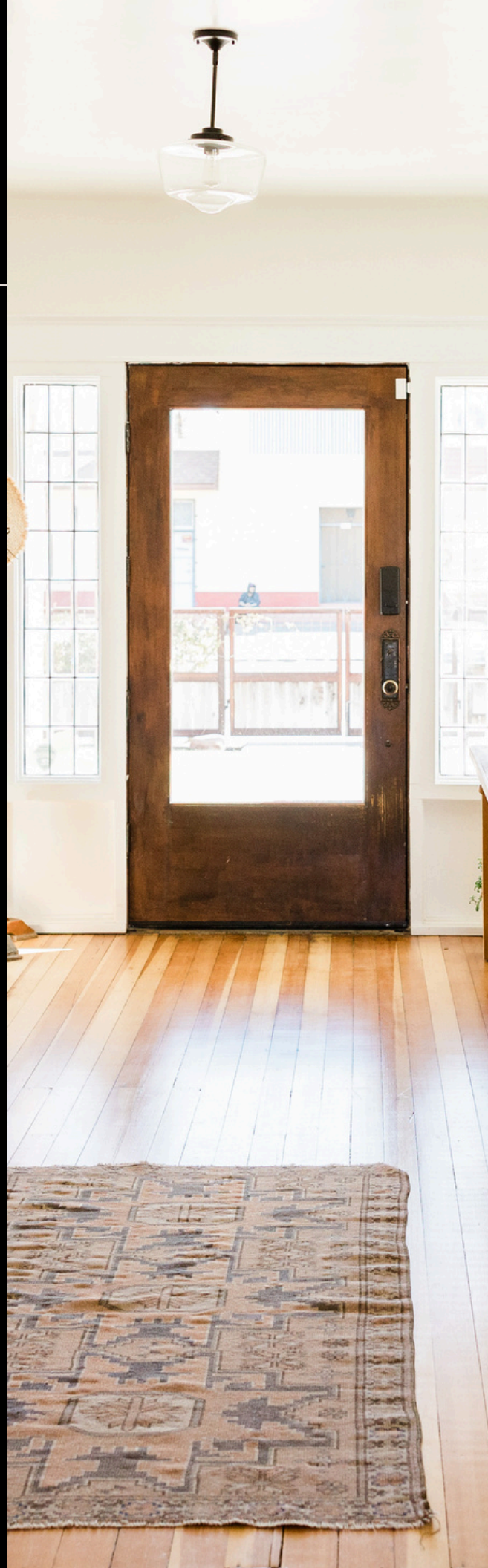
Your home will get exposure online using multiple social media platforms and Real Estate sites as well as directly emailed to a large network of other professional realtors to gain even more exposure.

NEIGHBOURHOOD AWARENESS

Letting your neighbours know about your listings is also important. Why? Often those who live around you and also love the neighbourhood know someone else who wants to live there too.

OPEN HOUSE

Depending on your wants and needs, an open house can be a great way to generate a buzz about your home and have potential home buyers visit without having to be inconvenienced by more showings.



THE PRICING *Strategy*

WHY PRICING YOUR HOME PROPERLY IS THE MOST IMPORTANT THING

When your home is priced right it encourages potential home buyers to book showings. The number of showings your home receives in the first couple of weeks is directly related to how quickly you will receive an offer.

THERE ARE FOUR FACTORS THAT DETERMINE THE PRICING OF YOUR HOME

1

LOCATION

2

MARKET
CONDITIONS

3

COMPETITION

4

HOME
CONDITION

WHY DAYS ON MARKET IS BAD FOR YOUR HOME VALUE

A property that is priced correctly receives the most interest when it first goes to market. If your property is overpriced, you will not get the interest you need from serious home buyers to receive the quality offer you are looking for. The longer your home stays on market, the harder it is to regain buyer interest.

SETTING THE *Price*

THE IMPORTANCE OF PRICING YOUR HOME CORRECTLY.

In a perfect world, the sale price of your property would be enough to achieve whatever financial goals you have in mind. In reality, the value of your property is determined exclusively by the amount buyers are willing to pay.

Sellers want maximum return and a reasonably quick sale.

**SELLERS
DESIRED
PRICE**

**\$
SALE
PRICE**

**BUYERS
DESIRED
PRICE**

Buyers want a bargain, but will have to pay what the market dictates

Often the hardest part of pricing your home is disregarding your emotional attachment. Remember that buyers are only interested in the bricks and mortar of the property - and the price you choose to list it at. To avoid pitfalls of pricing it incorrectly, here are a few important questions to consider.

What are the prices of the comparable properties in your area?

A CMA gathers information about similar homes in your area, both past and present. Based on these comparable properties, the CMA provides you with a true estimate of what your home may be worth.

How fast do you want to sell your property?

Whether you want to make a quick sale or have time to wait, the initial listing price directly affects how fast your property will sell. Remember: a high list price will not generate as much interest and may eventually sell for less than an initial list price that is more competitive.

Is it a buyer's market, a seller's market or balanced?

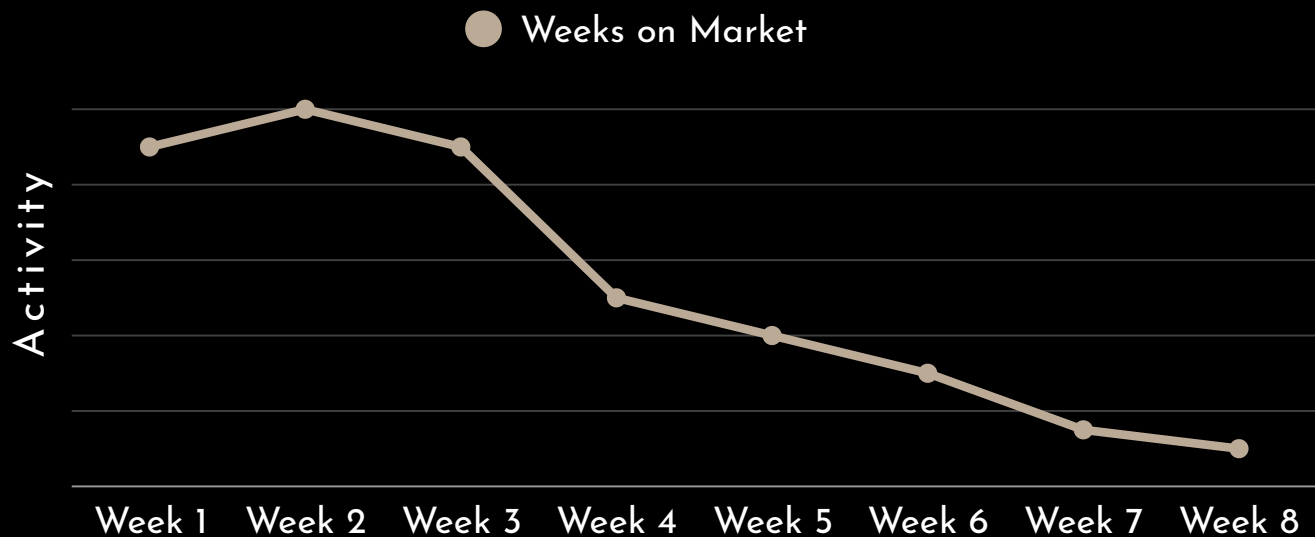
Are home prices in your area trending up, down, or leveling off? In a buyer's market, home inventory is high, increasing competition between sellers, and thus reducing prices. In a seller's market, low inventory increases pricing and puts the home owner in the driver's seat. In an market where supply and demand is evenly balanced, stable prices make choosing your listing price easier. Regardless of the direction of the market, you should consider a listing price that will attract buyers and hopefully multiple offers to give you the best chance of selling your property.

ACTIVITY VS. *Timing*

The importance of pricing correctly at market value.



A common question home buyers typically ask is "How long has this home been on the market?". Though the question may seem innocent, the answer can have serious consequences for the sale of your property and here is why:



When a seller first lists their property there is no denying that they are in the driver's seat. A new listing creates interest as buyers scramble to be the first to view it and potentially make an offer. With each passing day however, interest wanes and sellers quickly learn that "Days on Market" dictates who is holding the cards.

As time passes, potential buyers become more suspicious as to why a property hasn't sold yet. Leading them to wonder if there is something other buyers know that they don't.

This usually comes down to overpricing. To keep days on market short, it is important to price your property competitively from get go and do everything possible to promote your property during the first two weeks on the market.

LISTED, IS JUST THE *Beginning*

Getting your home on MLS isn't the strategy. It's the starting point.

Before we even hit the market, I'll be promoting your home during our three-day exclusive period. Once we're live, my job is to keep eyes on the property and pay attention to what the market is telling us. I'll follow up after every showing by email, phone and text to get feedback. Sometimes no response is feedback in itself. I'll also be watching MLS hit counts, showing activity, online engagement and the response to our social media marketing. A properly priced home should start generating interest quickly.

YOU'LL ALWAYS KNOW WHATS HAPPENING

You'll hear from me after every showing, open house or event at the property. You'll also receive a weekly update covering MLS and Realtor.ca activity, showings and social media. I don't believe in putting up a sign and disappearing until an offer comes in. I make noise, and I communicate.

IF THE MARKET SPEAKS, WE LISTEN

Before we list, we'll already have talked about what happens if the home isn't getting traction.

Within the first few weeks, we'll generally see one of three things:

- Lots of showings and offers.
- Showings, but no offers.
- Very few showings and no offers.

If we're seeing #2 or #3 after roughly three weeks, we need to have a conversation. The market is giving us information, and ignoring it won't help sell your home.

That may mean adjusting the price or taking additional steps. Either way, I'll be upfront about what I think we need to do and why.

NO BULLSHIT

You deserve to know what's happening with your home, even when it isn't necessarily what you want to hear.

Avoiding the elephant in the room doesn't help anyone. My job is to be honest with you, help you make the right decisions when you're unsure, and reduce as much stress as I can.

I work for you. My goal is to find the right buyer, get your home sold, and make the process as easy on you as possible.

PREPARE FOR *Showings*

Buyers are more likely to bring you an offer if they have a great experience when seeing your home. Imagine the feeling you get when you enter a freshly made hotel room. Here is how to give the best impression when a Buyer is coming to view your home:

MAKE THE BEDS

TURN ON THE LIGHTS

WIPE DOWN COUNTERS

VACUUM/SWEEP

CLEAR OUT THE SINK

EMPTY GARBAGES

OPEN CURTAINS

PUT AWAY CLUTTER

LEAVE THE HOME

TAKE YOUR PETS

NEGOTIATING *Offers*

When you receive an offer, there is more than just the purchase price to consider. Let's make sure that we negotiate properly depending on your priorities.

What to consider:

- Price
- Deposit Amount
- Closing Date
- Inclusions
- Exclusions
- Additional Clauses



BEFORE *Closing*

Once your home is sold there are a few things to take care of before closing.

PRE-CLOSING APPOINTMENTS

Be sure to schedule an appointment with your lawyer to sign all required documentation for the sale.

CANCEL OR CHANGE SERVICES

Contact all of your service providers and let them know your moving day, so that you can either transfer or cancel the services for the home.

FINAL WALKTHROUGH

One of the last things that happens before closing is the “walk-through.” This is when the buyer and their agent come to the house 1-2 days before closing to make sure everything is in the condition it was when they agreed to purchase the house.

CLOSING DAY

The key should be left in the lockbox at the property for the new owner. Do a final walk-through of the property to make sure that everything is in order for the new owners and that you haven't left anything behind. Be sure to leave all additional keys, remotes or instructions for the new home owners in an easily visible spot.



AS SEEN ON HGTV

Top of the Block

Have you seen Doug on HGTV?

Honestly? My first reaction was that it was a scam.

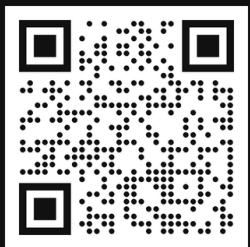
A TV producer calling me out of nowhere saying HGTV wants me as their real estate expert? Ya, okay. But after a few phone calls and some reassurance, it clicked. HGTV had found me through my reviews and my reputation in Hamilton, and all I had to do was send in an audition video and let the producers decide. They said yes. And just like that, I was in.

Top of the Block is a Canadian HGTV competition series where three homeowners compete to be named the best home on the block. Every home gets evaluated on Function, Design and Value Add by a Design Expert, a Nosey Neighbour, and an Expert Realtor. That last one was me.

There was no rehearsing, no warm up. I showed up on day one, got introduced to everyone, and we went. Completely unscripted. I ended up filming three separate episodes and saw the crew over 12 times. Honestly they started to feel like buddies. Five years into this career and I'm on national television as an expert realtor. I would have done it for free just for the experience. The "As Seen on HGTV" is just the bonus.

WHAT DOES THIS MEAN FOR YOU?

It means the person sitting across from you has been trusted on a national stage to give honest, expert opinions on homes. Not opinions dressed up to make people feel good. Real ones. That's what I did on the show, and it's what I'll do for you.



**SCAN HERE TO SEE
DOUG ON HGTV**



CLIENT *Testimonials*

Lindsay & Spencer

Doug Muir helped us find our first home swiftly and effortlessly in an ever growing competitive market. We felt Doug was always honest and knowledgeable, answering all of our questions and explaining the process along the way. He was flexible and open with his time and availability making it easy to arrange viewings, phone calls etc. We had a great experience working with Doug and would highly recommend!



Hillary

Doug and his team were very helpful through the whole process of listing, selling and buying. Super friendly and knowledgeable, great to work with even in a tough market. Doug was patient and had my best interests at heart.



Mark

Doug walked me through the selling process with ease. He outlined various strategies and worked with me to find one I was comfortable with. His knowledge of the market helped us list at a competitive price despite the recent market hesitancy and brought in many early showings. Doug kept in constant contact re: showings/listings and his strategies to get my condo sold. Very happy with his professionalism, his knowledge and the price and speed with which my condo sold (Over asking in 72hrs). Would recommend him and the Wilson Realty Group to anyone in the Hamilton Area looking to sell a home.



Antonio

Doug was an exceptional realtor. He was always available and prompt to respond even after hours. He listened to our vision and guided us with his expertise and experience. We felt understood and were confident that Doug had our best interests in view when he showed us properties. He remained professional during negotiations and never pressured us to make decisions. In the end, thanks to Doug, we have found a beautiful home that meets all of our needs. Thank you Doug for making this stressful process manageable and doing the heavy lifting for us!



Kristen

We had a fantastic experience working with Doug as our agent. He listed our home for sale and everything from staging, to photos, to open houses and coordination of showings was great. The entire team was highly responsive and Doug was readily available to take us to view homes or answer any questions we had. Their service was personalized and it felt like Doug was there to support us in the buying/selling process. Would definitely recommend working with Doug and his team and will work with them in the future!



ADD SOME *Notes*



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