

Selling Your Home
A complete guide

Marilyn & Michelle
SCRIBNOCK



REALTORS®

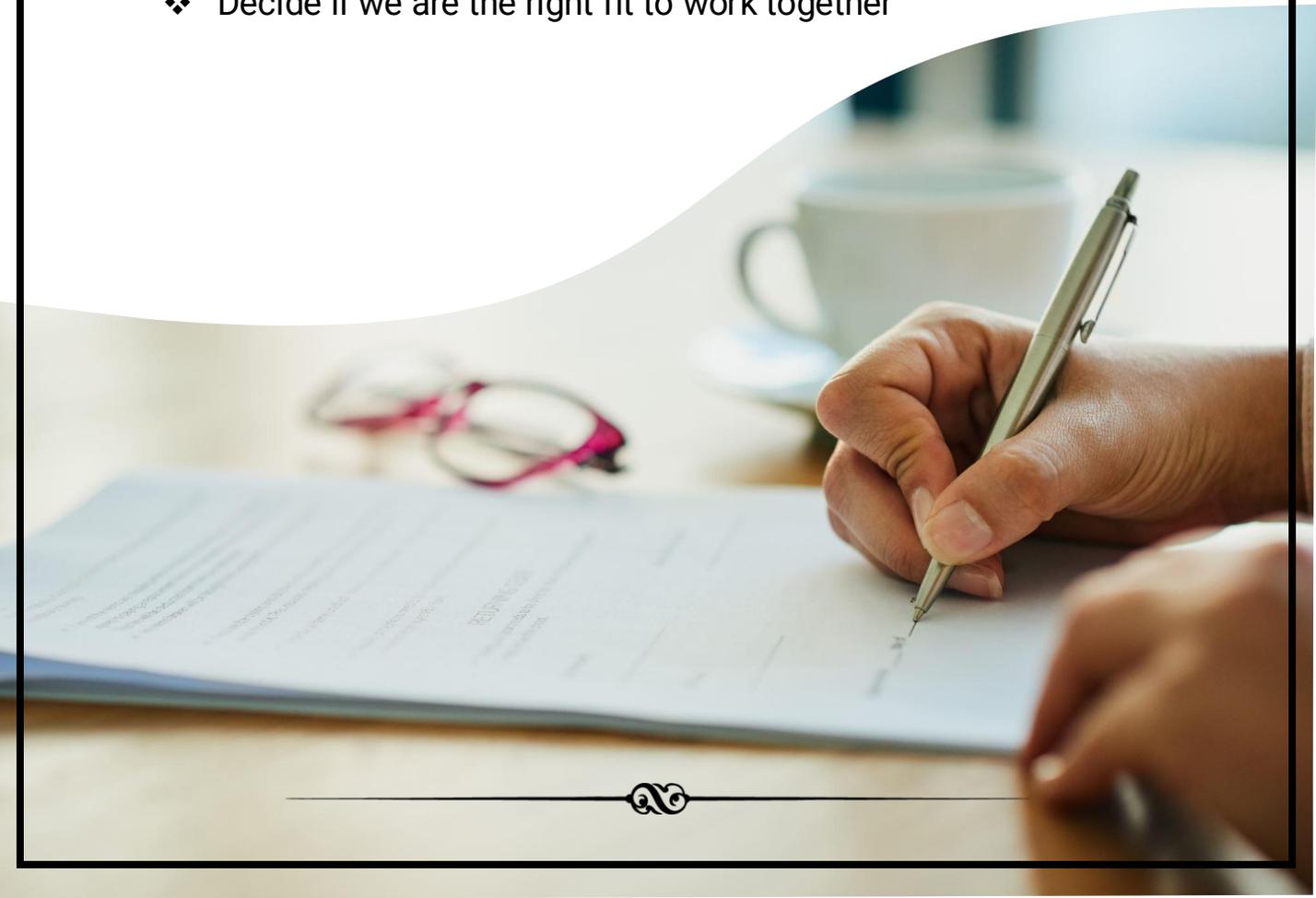
613.721.5336

JustAsk@ScribnockRealty.com

Marilyn & Michelle

Goals for Our Appointment

- ❖ Discuss your motivation for selling
- ❖ Define your 3 Experience expectations
- ❖ Review what you can expect from us
- ❖ Explain the selling process from listing to completion
- ❖ Review the three factors that get your home sold
- ❖ Decide if we are the right fit to work together



Marilyn & Michelle

Our Pledge to you!

- ❖ To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond
- ❖ To take care of your needs at the highest level through unparalleled professionalism and attention to detail. To serve as a trusted local expert and adviser by your side
- ❖ To consistently and clearly communicate with you in the manner and frequency that you prefer
- ❖ To treat you and your family with transparency, integrity, and respect at all times
- ❖ To hold ourselves accountable for selling your home for top dollar



The Process

The real estate transaction is complex - and navigating you through every step of the sale is our expertise.

- ❖ Initial meeting, walk-through, and needs analysis
- ❖ Sign listing agreement
- ❖ Prepare your property for sale: staging, photography, etc.
- ❖ Launch a "coming soon" marketing campaign
- ❖ Establish a competitive price
- ❖ Officially list your property
- ❖ Launch "just listed" marketing campaign
- ❖ Start showing your house
- ❖ Receive and present offers
- ❖ Begin attorney review
- ❖ Negotiate contract
- ❖ "under contract"
- ❖ Facilitate inspection process
- ❖ Negotiate any issues
- ❖ Oversee appraisal
- ❖ Fulfill conditions
- ❖ Final walk-through
- ❖ Close!



It's in the *Details*

Communication

- ❖ Your needs always come first. We provide the service we agree to. We will communicate with you via your preferred method. We are in constant communication.

Experience and Expertise

- ❖ The complexities of your transaction will be well - handled. We will remove any potential challenges before they have the opportunity to appear.

Marketing

- ❖ Your house will receive the exposure it deserves. Our marketing systems maximize your property's exposure to buyers. Neighbourhood tracking tools and automated tracking systems allow us to reach the right buyers.

Pricing

- ❖ Your property will be priced right, adjusted as needed and will sell quickly for top dollar. With keen understanding of both big picture and the latest neighbourhood listing and sales Data

Staging

- ❖ Your property will put its best face forward. Staged properties sell faster and for top dollar. We know what it takes to make a terrific first impression that will get more buyers through your door.

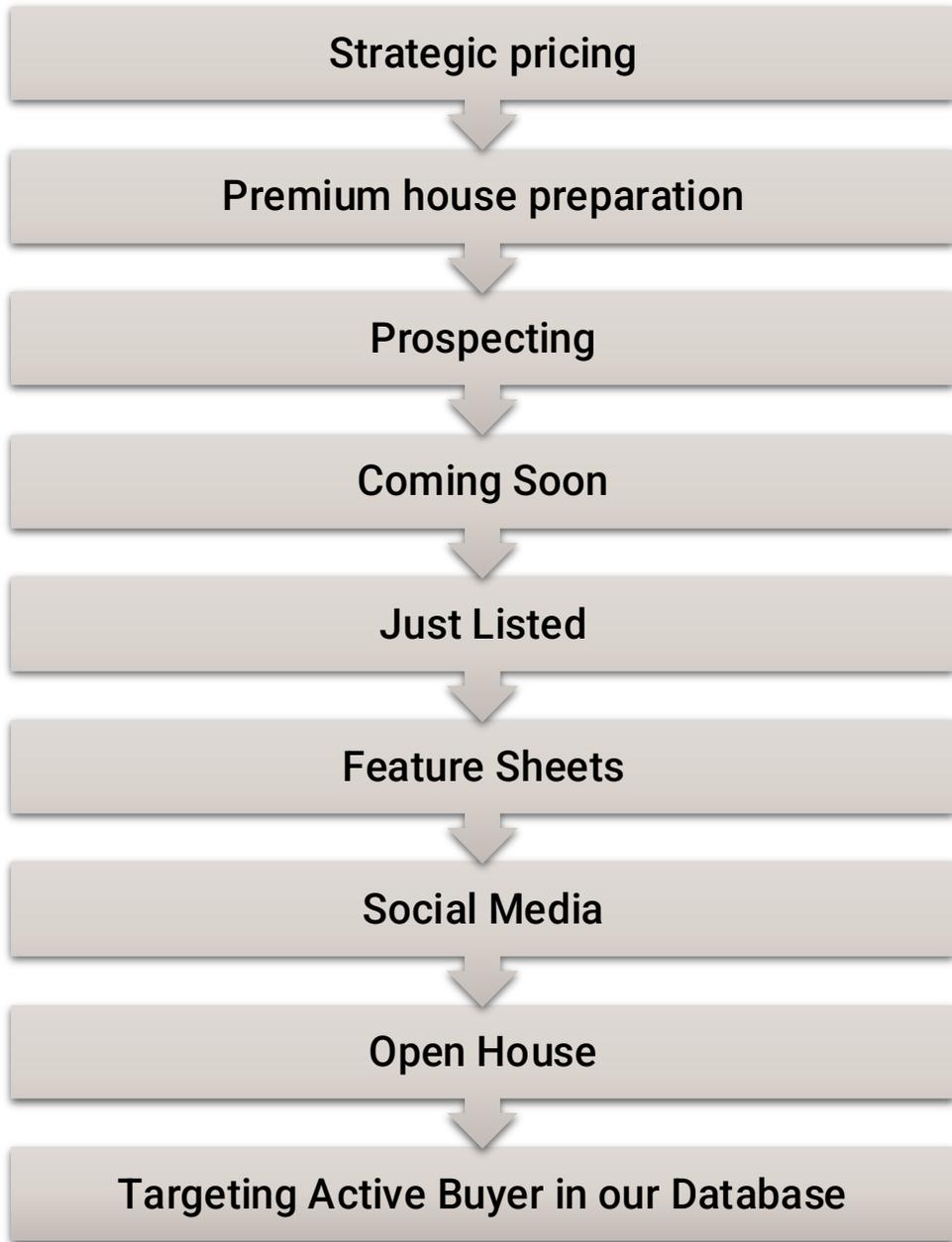
Photography

- ❖ Crisp clear photo's will make your property pop online and maximize visual appeal. We use highly qualified professionals who specialize in making your house look its absolute best.



Marilyn & Michelle

Our Marketing Plan



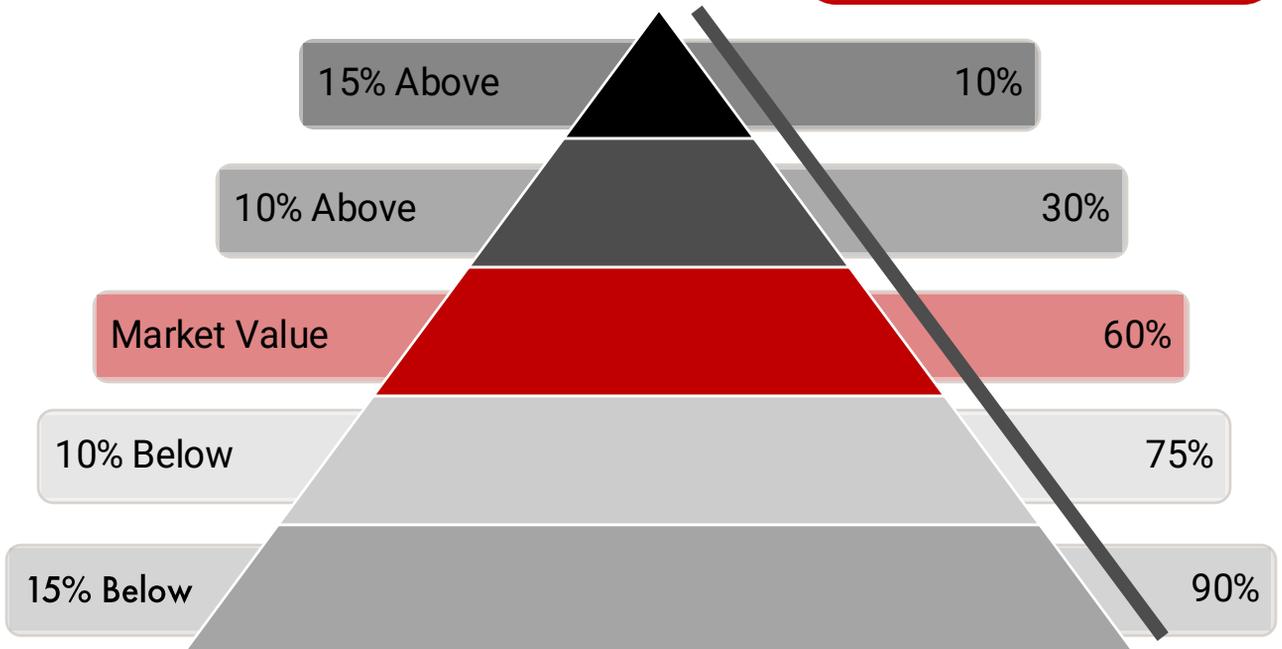
Price Right to Attract Buyers

Pricing your property competitively **WILL** generate the most activity from agents and buyers, often leading to multiple offers!

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.

Asking Price

% of potential buyers who will look at the property



Home Selling Road Map

1

SIGN LISTING PAPERWORK

Followed by:

- ❖ Staging Consult & Quotes
- ❖ Install Lockbox with a key or set up Guest Code for Keypad Entry

2

EXCLUSIVE PERIOD

Period to prepare your house:

- ❖ Receive Strategic Plan & Timeline with dates for Contractor workdays, Cleaning, Photography, Staging Premium Pricing Strategy Established
- ❖ Promote online with premium, Exclusive Price

3

PREP FOR MLS

- ❖ Approve photography & description of your property
- ❖ Marilyn & Michelle Scribnock REALTORS® review pricing strategy
- ❖ List on MLS & allow showings

4

PRESENT OFFER(S)

- ❖ Review offers together

5

LAWYER: CLOSING DAY

- ❖ Marilyn & Michelle Scribnock REALTORS® can connect you with a real estate lawyer to finalize the transfer of ownership of your property.



Value Added

Preparing and completing the sale of your home is one step in your real estate journey – our team of real estate professionals are experienced in downsizing, upsizing, rentals, re-locations and commercial real estate, ensuring that we are here for you even after the sale of your home is completed.

We have an extensive network of trusted providers that we will connect you with, to ease in everything from selling to buying to investing to renting. Let our team of dedicated professionals help you accomplish your real estate goals!

- ❖ Real estate lawyers
- ❖ Accountants
- ❖ Mortgage brokers
- ❖ Home inspectors
- ❖ Septic inspectors
- ❖ Well inspectors
- ❖ WETT inspectors
- ❖ Handy-men
- ❖ Trades-men
- ❖ Movers
- ❖ Home-stagers
- ❖ Home cleaners
- ❖ Storage companies
- ❖and more! guarantee protects your right to end our relationship if you are unhappy.

