Seller Guide

UNDERSTANDING THE HOME SELLER PROCESS

MICHELLE HOJAN REALTOR®
helping you move through change

The market.

The CMA
COMPARATIVE MARKET ANALYSIS

Understanding the current market is power when it comes to selling your home.

The CMA compares your home to others in your area currently for sale or ones that have just recently sold.

THE INTERIOR & EXTERIOR
DOCUMENT AND COMPARE

- Features and finishes
- Upgrades
- Areas for repair
- Potential growth
- Unique qualities to highlight

The marketing.

THE STRATEGY.
When it comes to selling your home, one of the most important things is the strategy.

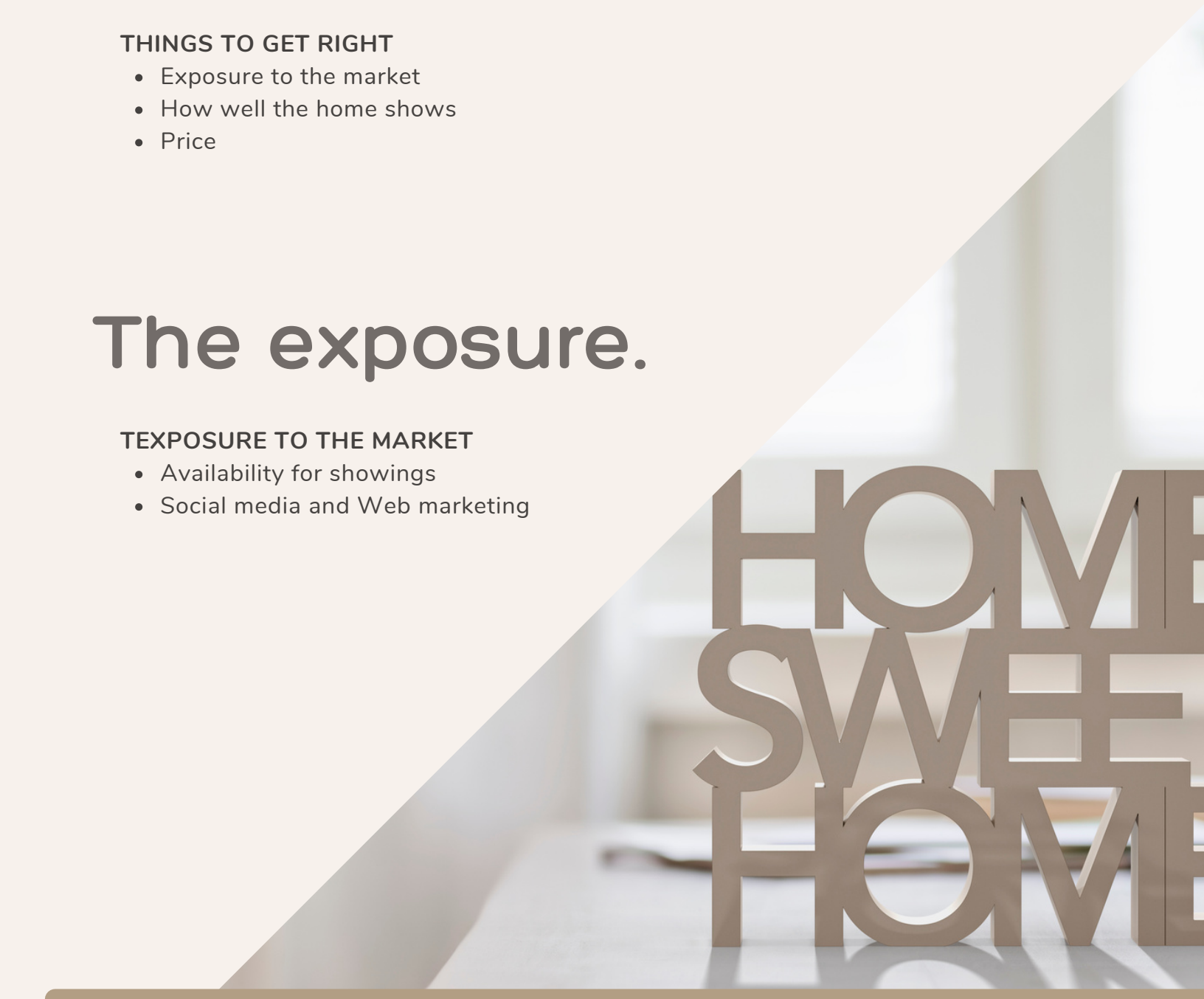
THINGS TO GET RIGHT

- Exposure to the market
- How well the home shows
- Price

The exposure.

TEXPOSURE TO THE MARKET

- Availability for showings
- Social media and Web marketing



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The paperwork.

THE DOCUMENTS.

- The Listing Agreement
- Disclosures
- Marketing Waivers
- The Financials - Commission
- The Agreement of Purchase and Sale (The Offer)
- Waivers
- Notices
- Amendments
- MLS/Exclusive Listing

The open market.

- The home showing process explained
- Staging and polishing
- Photos
- Feature sheets
- Signage
- Showing feedback and follow-up

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The cost.

THE COMMISION
Commission is divided between the Listing Agent as well as the Cooperating Brokerage.

THE FEES

- Legal fees (approximately $1000)
- Land transfer tax (buyer pays)
- Municipal tax
- Utility adjustments
- Mortgage discharge fees
- Real Estate Commission

THE DEAL

- Present offers from buyers and negotiate on your behalf
- Ensure the deposit is delivered and held in trust until completion
- Handle waivers, amendments, notices of fulfillment as well as any other documents required and provide them to the Lawyer for review
- Secure digital signature and document storage
- Step by step guidance from day one to completion.

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The closing.

THE COMPLETION.

- Ensure all documents are completed and provided to the lawyer directly
- Ensure all fixtures and chattels left in the home follow the Agreement

OUR DIFFERENCE.

We INCLUDE

- Home Staging
- Professional Photography
- Virtual tour
- Video Walkthrough
- Large local social media following
- Targeted web marketing
- Unmatched negotiation skills
- Strong Communication Skills
- A team of three smart women supporting you through the whole process and after

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Let's get started together!

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