

MARKETING YOUR HOME

Summerhill Prestige Real Estate Ltd., BROKERAGE



Our home Marketing Plan provides you with maximum exposure, resulting in getting you the maximum price for your home in the minimum amount of time.

Our Plan Includes (but not limited to):

- Preparing a thorough comparative market analysis of your property
- Assistance in determining an appropriate listing price for your home
- Determine key selling features of your home
- Preparing all paperwork for proper documentation of the MLS listing
- Transfer all details to M.L.S (Multiple Listing Service)
- Transfer all listing details to the Internet on all of our Websites & Links.
- Prepare a color brochure of your property.
- Measure all rooms (order floor plans)
- Take photographs of the property (Virtual Tour –optional)
- Install For Sale sign(s)
- Prepare & Design ads for the property,
- Office staff will arrange and confirm all appointments
- Schedule and promote Agent's open house & Public open house (optional)
- Keep you up-to-date on properties recently sold or just listed in your area
- Represent you in all negotiations
- Forward all sales documents to your solicitor
- Follow up throughout the transaction until closing.



All information and statements contained herein, provided by Summerhill Prestige Real Estate Ltd., Brokerage regarding property for sale, rental, or financing is from sources deemed reliable and assumed correct. But no warranty or representation is made as to the accuracy thereof and same is submitted subject to errors, omissions, changes in price, rental or other conditions prior sale or withdrawal without notice. Prospective buyers should satisfy themselves as to the accuracy of the information contained in this feature sheet. All measurements are approximate. The statements contained herein are based upon information furnished by principals and sources which we believe are reliable, but for which we assume no responsibility. This is not intended to solicit Buyers or Sellers currently under contract with a Brokerage.



A key part of the marketing plan is setting the asking price. If a home is priced too high, potential buyers may be scared away. To determine the best asking price, review the cost of recently sold homes, evaluate the Competition and study marketplace trends.

Summerhill Prestige Real Estate Ltd. Sales Representatives are trained to use this information to help you reach your asking price. It is also important to discuss other terms and conditions, such as timing and items that can be included with the sale of the home. Both of these can make your home more attractive to potential buyers.

Exposure on the Internet



With the explosive growth of the internet, our Website www.summerhillprestige.com provides millions of prospective home buyers access to current information about Summerhill Prestige Real Estate Ltd., Brokerage and the services we provide. This is just one of many examples of how Summerhill Prestige Real Estate Ltd., Brokerage provides its sales representatives with the support services they need to sell your property.

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GROOMING YOUR HOME FOR THE SALE



A GOOD CLEANING

Shampoo carpets, polish floors, wash the walls, windows, blinds, drapes and lighting fixtures. Consider hiring a cleaning service in order to speed the process.

KITCHEN & BATHROOMS

Bathrooms & Kitchens should sparkle. Clear counter tops. Emphasizing available counter space. If unsightly, have the tub re-caulked and remove mineral deposits and grime from the shower walls. Clean all appliances.

REPAIRS

Identify and repair dripping faucets, sticking or creaking doors, etc. items needing repair causes buyers to wonder whether there may be other unseen problems.

CLOSETS

Organized closets appear larger. Remove out of season clothing. Organize your clothing and shoes. Remove all clutter from cabinets and closets.

FURNITURE

Rooms appear larger with less furniture.

A BRIGHT APPEARANCE

Make it easy for Buyers to see everything clearly and with adequate light. As a rule, do everything to lighten the appearance of the home. Raise the blinds, open the drapes and use light paint colours.

Walk through your property with a pad and pencil. List anything that you think is less than satisfactory without regard to cost or time. You can review the list afterwards to determine what you can and can't repair.



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THE HOUSE

Clean anything that looks unkept or dirty; repair or replace anything that looks loose, dingy, rusted or broken including the door bell. Replace tired-looking mailbox; clean the exterior light fixtures and wash the windows. Try to spot hanging or rusty gutters, crooked antenna, loose shingles or shutters.

GARDEN (FRONT, REAR & SIDE YARDS)

Create “Curb Appeal”. Positive first impressions create faster sales – A well maintained lawn, neatly trimmed shrubs and clutter-free property welcome prospects. Turn and weed the beds; trim the trees and shrubs.

OUTDOOR FURNITURE

Examine and spot your outdoor furniture. If it’s rusty or un-repairable consider disposing of the pieces. Does your home look inviting?

EXTERIOR

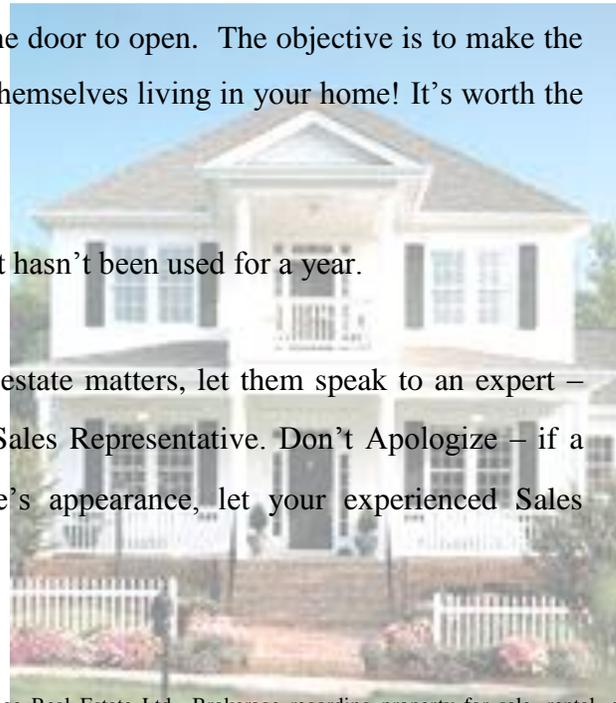
It’s the first thing buyers see as they stand and wait for the door to open. The objective is to make the buyer feel comfortable...as comfortable as they will see themselves living in your home! It’s worth the extra effort to spruce it up.

THE GARAGE

Organize & Discard virtually everything in the garage that hasn’t been used for a year.

DEFER TO EXPERIENCE

When prospects want to talk, price, terms, or other real estate matters, let them speak to an expert – Your *Summerhill Prestige Real Estate Ltd.* Sales Representative. Don’t Apologize – if a prospect has a derogatory comment about your home’s appearance, let your experienced Sales Representative handle the situation.



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WHEN AN OFFER IS MADE



PRESENTING THE OFFER, A CO-OPERATING BROKERAGE,

Presuming that the offer to purchase your home is generated by a Co-operating Brokerage, an agent other than your sales representative, your sales representative will contact you immediately to arrange a meeting. The timing may be inopportune but it's usually best to meet as soon as possible to consider the contract. Note your sales representative may not be aware of the terms of the offer until meeting with you and the co-operating broker. The offer will be presented and together with your sales representative you will consider the terms and conditions of the offer.

OPTIONS TO CONSIDER

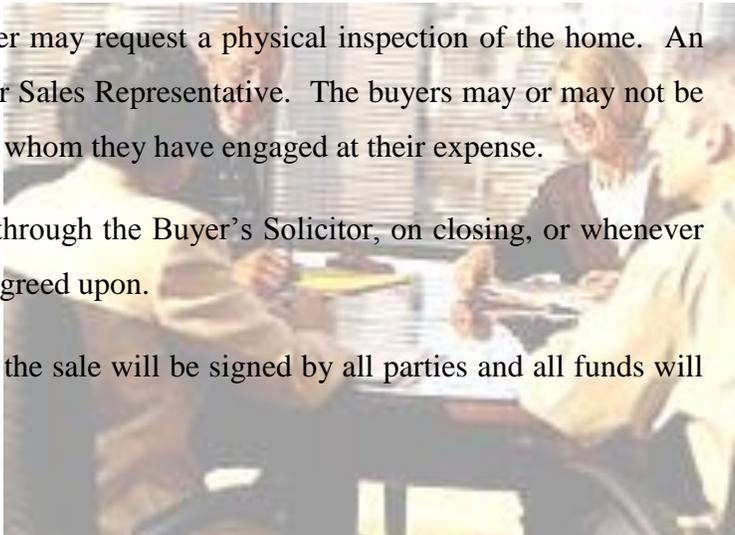
- a) Accept the offer exactly as presented and your home is SOLD, except for contingencies
- b) Make a counter proposal – propose changes to the offer, i.e. the price, personal property, closing or possession dates etc., so that it is acceptable for you
- c) Reject the Offer.

DELIVERY OF THE CONTRACT

A copy of the finalized contract will be delivered to both buyer and seller by their respective real estate sales representatives. All pertinent legal documents will be provided to your lawyer as well.

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FINALIZING ALL CONDITIONS

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- a) If the contract states that financing will be provided by a lender, it is the buyer's responsibility to make an application for the mortgage loan as soon as possible. The buyer will have a set number of days to procure the loan, as stated in the contract. The lending institution will verify the buyer's credit, work records, and determine his/her ability to meet the monthly obligations.
- b) Since your buyer's mortgage loan is secured by the house itself, the lending institution will assign an appraiser to visit your home to determine that its value is enough to secure the loan that they applied for. When all the information is received, the mortgage loan underwriter will either approve or disapprove the loan.
- c) After the loan is approved, more legal work is necessary, though you will have little involvement. The land title will be searched; title insurance and an updated survey of the property will be ordered.
- d) If you're selling a condominium a status certificate will be required and is usually conditional upon the buyer's solicitor's approval of its contents.
- e) When the paperwork is in order, the time and place of settlement will be agreed to by all parties involved. We will assist your lawyer to insure a smooth and timely closing.
- f) Prior to the time of closing, the buyer may request a physical inspection of the home. An appointment will be arranged by your Sales Representative. The buyers may or may not be accompanied by a property inspector whom they have engaged at their expense.
- g) Keys will be available to the buyer through the Buyer's Solicitor, on closing, or whenever possession of the property has been agreed upon.
- h) At closing. All documents finalizing the sale will be signed by all parties and all funds will be disbursed.
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PLANNING YOUR MOVE

- Contact two or three movers for estimates and details of what is included in their services. A mover may have to visit your current home to discuss special problems which may arise in moving your furnishings.
- Be precise in contracting for the various services a mover may offer. Be sure that everything is clearly written into the contract.



- Ask which method of payment is required, cash, money order, certified cheque, or by invoice.
- Ask about the mover's insurance; does it cover your furnishings while in transit? If not, check your own coverage.
- Sell or donate items of no use.
- Arrange to have any necessary maintenance or cleaning done on your new premises before you move in.
- If you live in an apartment building, reserve the elevator for the day and time of your move.

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- Send change of address notices to the post office, automobile licensing bureau, insurance companies, financial institutions, services suppliers, magazine publishers and newspapers, doctor and dentist, friends and relatives.
- If you are moving to a different city, collect important records from schools, doctors, dentists, lawyers and your safe deposit box.
- Cancel or transfer services of newspapers, telephone, gas and utility companies. If you are canceling any of these services, pay bills before you move.
- Keep packing charges to a minimum by packing some items yourself. You may want to consider professional packing for breakables if your mover is not responsible for the breakage of articles you pack.
- Begin packing items you don't frequently use. Label boxes clearly and note the room they are destined for.
- If possible, be there or arrange to have a responsible person present when furnishings are being packed, loaded and unloaded.
- Work out a floor plan in advance so that heavy items can be placed as they are moved in.
- Before the van is closed, take a last look through your home for forgotten items.
- Keep all receipts related to your move. You may be able to claim your move as a deduction on your income: check with your accountant.

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