



YOUR INFORMED HOME SELLERS GUIDE



THE BOLAHOOD GROUP

7 Steps to A Safe and Successful Sales

If you're thinking of selling, no doubt you have a myriad of questions. *What's my home worth? Should I use an agent or go it alone? How do I make my home attractive to buyers?*

And, of course, the big one: **How do I get the most money?**

We know selling your home is a journey, and the more informed you are about what to do and expect along the way, the more successful your home sale will be, this resource guide will help.

Ideally you want that journey to end with your home selling safely, quickly and for the best possible price.

Please think of me as your personal tour guide along the way, here to answer any questions you may have.

Let the journey begin!

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CHOOSING THE BEST AGENT FOR YOU

Most sellers today use a real estate sales professional, and for good reasons. A skilled agent can ensure your home sells quickly and for top dollar, all while making the entire process as seamless and stress-free as possible.

Here are 5 things to consider when choosing an agent:

1. Pricing is a Real Art

The biggest factor in determining how quickly your home sells will be the price, and deciding that price is harder than it seems. Pricing right requires market expertise, experience and skill as even 1% more for your home can mean thousands more to your bottom line.

2. Negotiating Matters

Negotiating is not just presenting an offer and seeing what happens. It requires impeccable communication skills, finesse and fearlessness to achieve your best result. This requires a professional.

3. Marketing is Complex

Marketing a home today is well beyond a lawn sign and MLS® post/listing. In fact, the most successful marketing plans involve a targeted, multi-pronged approach to ensure your home is not only beautifully displayed but also visible, literally everywhere!

4. Safety is Number One

Sellers face a unique set of challenges today with COVID-19 especially when it comes to in-person showings. Great agents follow strict protocols to ensure the safety of sellers, buyers and visiting agents.

5. Protecting Your Interests, Managing the Details

Protecting your interests in a real estate transaction requires expertise not only within the real estate market, but also with respect to current rules, by-laws, regulations, key clauses and the countless other details involved in all of the paperwork.

A great agent will not only dot your i's and cross your t's to ensure your interests are protected, but will also make it their main priority to ensure that your home buying journey is a flawless experience.

What to look for in an agent.

Highly Skilled, Market Expert

They are on the pulse of all local market activity and have intricate knowledge of active and past inventory. They keep you informed and are by your side every step of the way.

Marketing Genius

They know exactly how to set the ideal price for your property, so that it sells quickly and for top dollar. They also know how to promote your listing effectively, to attract the most qualified buyers.

Skilled Negotiator

Negotiating requires expertise and skill, period. Great agents have mastered this art and bring confidence and calm at offer time. They guide you through the negotiation process helping you understand what to include, what to give up and most importantly, when to walk away if reasonable terms cannot be reached.

Makes Things Easy

They dot the i's, cross the t's and handle all the details. They recommend reputable movers, contractors, and other professionals you need. They will give you tips and ideas. They will do the heavy-lifting, so you don't have to.

When choosing an agent, make sure they meet this profile. It makes all the difference.

PRICING SMART FROM THE START

First, it is important to understand that only the market can determine the ultimate value of your home. That said, choosing the optimal list price is essential to maximizing your bottom line.

Setting a list price for your home is no easy task but it's a critical one.

Depending on market conditions, too low, you risk not getting as much as you possibly can. Too high, you risk alienating buyers perhaps forever. Not to mention the fact that overpricing simply helps competitive homes sell faster.

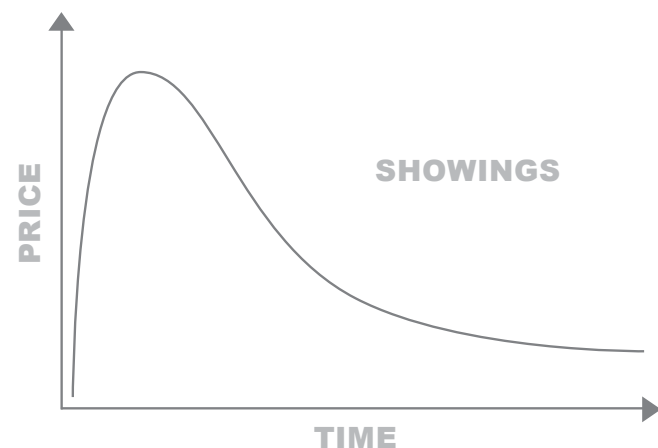
To complicate this, your home is an emotional asset. It's hard to see it objectively as a "product" for sale.

Finding the optimal price is an art that great agents spend their careers mastering.

Pricing today requires a combination of market expertise, an exhaustive study of similar homes for sale, previous sales and some old-fashioned street smarts.

Pricing your home right from the start will result in the highest exposure, more showings, more offers and ultimately the highest price for your home.

It is that important.



15% Too High Fewer qualified buyers will consider viewing the home.

15% Too Low Potential loss of \$60k- \$150k on the sale of the home.

**Home for sale in the \$400 - \$1M price range.*



PREPARE YOUR HOME TO WOW BUYERS

Once you've set the price, your next step in the journey is preparing your home to wow buyers from the moment they view your property online and in person.

This is more important than you might think. REALTORS® repeatedly find that people cannot visualize the potential of a home. They have to see it.

That means that how your home shows now is how people see themselves in it. Most buyers can't see past the chips, leaks, clutter and stains — in fact, they tend to focus even more on those things.

You can, however, dramatically improve how your home shows with a few quick and easy fixes.

The 3 R's of Prepping Your Home for Sale

1. REMOVE

Get rid of as much clutter as possible. Give it away, sell it at a garage sale, put it in storage, but just get it out of the house. You want your home to look spacious and tidy.

2. REPAIR

Chipped paint, cracked tiles, squeaky hinges, loose handles, leaky faucets. Fix everything you can. If you need a handyperson or contractor, your agent can assist.

3. RENEW

Clean, clean and clean again. It's that important. You want your home to look guest-ready. Organize each room so that it looks like a showcase. A fresh coat of paint can go a long way to dramatically improving the look as well.

Sound overwhelming?

Here's the good news: Everything you remove, clean or repair helps to sell your home faster and for a better price!

So it's like getting paid to do it!

Staged homes sell

49%

faster and for

7-11%

more money.*

*Source: NAR

MARKETING YOUR HOME FOR MAXIMUM RESULTS

Marketing is our passion and area of expertise with customized marketing campaigns for each home designed to create buzz, expand exposure, invoke emotion and captivate buyers' attention online and offline.

Here are few things you can expect from us when it comes to marketing your home.

Professional Photography, Drone Video and 2D Floor Plans

First impressions are critically important especially today with almost 100% of properties being viewed online first. From breathtaking photos, aerial views and popular 2D floor plans - our listings are showstoppers that generate more in-person showing requests than most.

Wow Factor MLS® Listing on Multiple Boards

Our listings are not only visually appealing, but they also leave no question unanswered when it comes to what buyers want to know. The location and type of home will

determine which board(s) we upload your listing to that will ensure local, out-of-area and international exposure to hundreds of thousands of agents and buyers.

Social Media Advertising Campaigns

Targeting the right demographic for your home, we carry the same great visuals to our Facebook, Instagram and YouTube ad campaigns to garner social views and more eyes on your listing.

Proactive Outreach

Using email, text, phone and social channels - we actively tap into our ongoing network of buyers agents to find potential buyers.

Print Marketing

From local postcard announcements, door hangers to magazine quality feature sheets, your neighbourhood will know about your listing!

Virtual and Video Open Houses

These are a great way to showcase your home to both agents and potential buyers instantly and safely.

Our Safe Home Selling Process

Step 1

First, we do an onsite inspection of your home to prepare a detailed proposal.

Step 2

Virtual or in person presentation of our proposal where hopefully we decide to work together! All documents signed digitally.

Step 3

Safe staging preparations for photography/video and gathering all necessary documents.

Step 4

Listing uploaded, lock box in place, sign up, showing kits delivered, marketing campaigns commence!

Step 5

Safe showing protocols in place with all buyers/agents pre-screened, onsite instructions.

Step 6

Offer(s) arrive, we meet virtually or in person to review, discuss and sign back digitally.

Step 7

It's sold! We take care of condition removal, collecting deposit and getting all the paperwork to your lawyer.

Step 8

You will sign legal documents with your lawyer 7 to 10 days prior to closing.

Step 9

Need help with moving boxes, movers, junk removal, anything that needs fixing? We're here to help!

Step 10

Closing day! When you're finished moving out, we will collect the keys from you, do a walk-through and make sure the home is ready for the new owners. *Congratulations!*

SAFE AND SUCCESSFUL SHOWINGS



These are unprecedented times and we recommend whenever possible, that our sellers move out during the active listing phase to limit contact and expedite a sale.

However, if this is not possible, we understand. It is best that you are not present for showings for safety reasons but also because buyers want to be free to look around and discuss your home.

Here are a few of our showing protocols and recommendations.

Buyer Pre-qualification

Step one, before anyone views your home in person, is a virtual viewing and pre-qualification to ensure the potential buyer is qualified to buy.

Pre-screening

Once potential buyers are pre-qualified and want to view your home, each person entering is pre-screened based on the current COVID-19 Health Canada guidelines to ensure they are not required to be in quarantine or isolation.

Home Tour Safety Kits and Instructions

We stock a supply of home tour safety kits for each listing that includes hand sanitizer, gloves and masks for every onsite visitor to your home.

Touchless Viewings

We recommend you leave all interior doors open, lights on in each room, key pantry cupboards and closets left open, to limit contact on surfaces.

Flexibility is Key

We understand showings are inconvenient and we will do everything possible to limit unnecessary traffic. However, we do recommend that you are as flexible as you can, even allowing for short notice (they are qualified and most eager to buy).

Make your home inviting.

Ever notice how model homes are always neat, tidy and impeccably decorated? That's because the more inviting your home is, the more likely a buyer is to fall in love with it. Keep lights on, windows open if weather is appropriate for fresh air, consider baking a pie, putting on the fireplace and lighting candles. Create an ambiance!



THE NEGOTIATING PROCESS

When an offer comes — ideally multiple offers - this is where negotiating expertise counts to ensure you achieve the highest price and best terms.

Depending of course on market conditions, chances are, an offer will be higher or lower than your asking price. Don't be concerned or offended, it's normal. In fact the best way to think about an offer is as a starting point to a conversation.

Things to keep in mind when negotiating:

Counter offers are normal.

Expect some back and forth. They offer, you counter and eventually come to an agreement.

Price isn't the only thing.

You can negotiate on price, offer conditions, assets included. Don't get stuck on one thing.

Momentum is the secret.

Things happen fast at this stage. That's why having a skilled agent to represent you is vital.

I will walk you through the details of the offer or offers, make recommendations on how to proceed, and keep the process moving forward until we have success on your terms.

Once you accept the final offer, the buyer provides a deposit cheque to be held "in trust" until conditions are met and the transaction is closed.

If there are conditions to be met, usually within a specific time frame, I will handle all of these details and ensure a waiver is signed and your sale is firm awaiting the closing day.

What Negotiating 1% More For Your Home Looks Like



Negotiating just 1% more for your home can mean thousands more to your bottom line.

CALCULATING YOUR NET PROCEEDS

Once an offer is firm, your journey is not over. There is still paperwork to be done and calculations to be made.

When working with us, we handle all of these details on your behalf.

So, let's calculate how much keep?

There are a number of closing costs for you to consider.

Legal Fees

Lawyer's fees vary, but often have structured fees for the purchase and sale of homes posted on their websites. You could pay in the range of \$1,000 for a lawyer to look after the legal details.

Mortgage Discharge Fees

I do recommend this is discussed before a sale to determine if you will incur a penalty to discharge your mortgage. However, it's best to check again to determine the exact cost to transfer (port) and pay off your mortgage on closing. Some lenders charge a discharge fee to remove the mortgage from title that can range from \$150 to \$250.

Disbursements

In addition to your legal fees, your lawyer may have other expenses such as copies, couriers, registration fees and preparing document transfers. Disbursements as these can range upwards of \$500 to \$1,200, but can often be built into your legal fees.

Utilities, Mortgage Interest, Property Tax & Other Adjustments

The lawyers will arrange for a final meter reading of your utilities on closing, however, be sure to contact your utility companies to provide them your forwarding address for any final billing.

Your lawyer will ensure that any overpayment or deficiencies on rents, condo fees, mortgage interest and property taxes will be adjusted on closing.

Moving Costs

Moving costs vary based on location and the amount of possessions being moved. If you're moving yourself, you should factor gas, rental vehicles and moving supplies.

To estimate your bottom line, see the Calculating Your Net Proceeds worksheet that follows.



CALCULATING YOUR NET PROCEEDS

(A) Sale Price	\$
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Deductions	
Mortgage Balance as of Last Payment Date	(\$)
Mortgage Discharge Fee and/or Interest Penalty (If Applicable)	(\$)
Interest Per Diem (Interest From Last Payment to Date of Closing)	\$
Property Tax / Utilities / Adjustments	\$
Real Estate Commission with GST / HST	\$
Moving Costs and Legal Fees	\$
Other Expenses	\$
(B) Total Deductions	(\$)

Estimated Net Proceeds of Sale (A-B)	\$
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LISTING PREPARATION CHECKLIST

IN PREPARATION FOR LISTING, PLEASE GATHER A FEW THINGS:

- A copy of your survey
- Your most recent property tax assessment
- The average cost of utilities (gas, hydro, water)
- The age of your home
- Details of recent improvements/renovations
- A list of items you would like to exclude
- Photos of seasonal features (i.e. gardens in bloom)
- A list of any easements or right-of-ways
- Receipts and warranties for renovations
- A list of your Top 10 Best Features of Your Home
- Other relevant information (any upgrades, floor plans, builder plans and/or model name)

FOR CONDOMINIUM OWNERS:

- Maintenance fees/list of inclusions
- Parking and locker numbers
- Pass key to the building
- Status Certificate (if available)
- A list of by-laws and restrictions



WE'RE THE BOLAHOOD GROUP

We're Joe and Lucas Bolahood, a father-son real estate team, of Coldwell Banker R.M.R. in Whitby. We specialize in residential and commercial real estate in Durham Region and beyond.



I'm Joe.

I am passionate about the real estate market here in Durham Region. I was born and raised here and am proud to still call it my home. My interest in real estate began early in my life. I have built and operated multi-family residential developments, transformed homes and properties into income generating projects, and assisted many clients with similar ventures along the way. I use the knowledge and experience that I have gained over my career to help our clients accomplish their real estate and investment dreams while making well-informed and practical decisions. I am here to help you weigh the pros and cons of the decisions you will have to make and to make this process as seamless as possible.



I'm Lucas.




Born and raised in Durham Region, I can't think of a better place to call home. I grew up surrounded by a world of real estate, and know the value of investing and building a home. Having invested personally and assisting clients with similar ventures, I've seen first-hand the value of home ownership. My goal is to assist you in your journey into real estate ownership, and ease all of the road bumps along the way. I have a little family of my own and live only a few doors apart from my parents and siblings; family is important to me, and I know it is for you too. I am excited about helping you accomplish the goals you set for your family.

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CLIENT REVIEWS

"Exceptional negotiations that resulted in 13 offers and achieving \$120K above asking!"

Luke worked tirelessly to prepare my home to show it's best including taking care of all the minor repairs, touch ups, staging and de-cluttering. The results speak for themselves with 13 offers in less than a week and more money than I could have imagined. Thank you Luke and Joe, great work!

Sandy Page



"Luke navigated us through COVID and helped us safely find our dream home!"

The perfect home on a perfect street for the best price! We couldn't ask for anything more. Luke's patience and professionalism are exceptional.

Cole & Stephanie Morrison





THE BOLAHOOD GROUP

WHEN TRUST, EXPERTISE AND
EXCELLENCE MATTER.

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