



FARIS
TEAM

REAL ESTATE BROKERAGE

HOME SELLING 101

eBOOK



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PRICING STRATEGIES FOR TOP DOLLAR

Your Realtor® will take many facets into consideration to determine a list price for your home. Ensure you're up-to-date on the following so you can confidently agree that your home is strategically priced:

- Review prices of what's currently listed on the market and make sure your home is positioned competitively
- Ask for recent sales that are comparable to your property. Compare apples-to-apples – everything from square footage, location, style of home to quality of finishes and sold date should be similar
- Take note of what is happening in the market. If it has increased, you want to make sure your property isn't undervalued
- Be sure to communicate any upgrades and renovations you've made to your Realtor®

QUESTIONS TO ASK WHEN INTERVIEWING REALTORS® TO SELL YOUR HOME

Many people don't know that they can interview Realtors®. We recommend that you interview two to three Realtors® and compare what they have to offer.

Ask questions like:

- How many homes has the Real Estate team sold? (Select a team with experience!)
- What is your average list-to-sale price ratio?
- On average, how many days do your listings stay on the market?
- Which complimentary services do you provide?
- What is your marketing plan?
- Are you advertising to the Toronto market?
- What happens if I am not happy with the service I receive?

Additionally, ask for, and take the time to review, testimonials about them and their team. Your prospective Realtors® should have these references and accolades readily available for your convenience.



MOST SOUGHT-AFTER IMPROVEMENTS BUYERS ARE LOOKING FOR

It is important to prepare your home for sale so that it appeals to a large pool of buyers. Here are some of the most sought-after qualities and upgrades that buyers are looking for in today's market, as well as some home improvement steps we recommend.

- Clean and declutter
- Install hardwood flooring throughout main level (if highly recommended by your home stager)
- Paint neutral colours throughout
- Replace worn carpet and underpad
- Update light fixtures
- Update kitchen and bathroom counters (if highly recommended by your home stager)
- Remove signs of pets
- Update hardware
- Fix foundation cracks (interior and exterior)
- Neutralize odours

YOUR HOME, SHOWCASED TO ITS FULLEST POTENTIAL

Look for a Realtor® who offers high-quality, complimentary services to showcase your home. A few must-haves include:

PROFESSIONAL PHOTOGRAPHY

In the Real Estate industry, it is extremely important to present professional photos that showcase your home to its fullest potential. According to the 2017 National Association of REALTORS® Profile of Home Buyers and Sellers, 89% of buyers rated photos and 84% found detailed information about properties for sale very useful.

PROFESSIONAL VIDEOGRAPHY

Potential buyers can attend a 24/7 tour of your home in vivid detail thanks to professional home video tours. Offering instant, convenient access to your home will result in more qualified and serious buyers booking an in-person visit.

COMPELLING CONTENT

Make sure a creative write-up or description of your home is produced that includes all important details and is used to market your home. A creative marketing write-up should include:

- A headline/title that is eye-catching
- A sense of what it's like to live in the home including highlights of special features
- Details such as square footage, style of home, age of home, bedrooms, and bathrooms
- Summary of all upgrades, renovations, and improvements
- A description of nearby amenities, schools, and other attractions in the area





Your listing advertised to numerous brokerages will significantly increase the exposure of your home.

MARKETING & EXPOSURE

LOCAL AND GLOBAL REAL ESTATE BOARDS

Work with a Realtor® who is registered with and will advertise your home on Realtor.ca (MLS) and the following boards:

- Barrie & District Association: 1,500 Realtors®
- Toronto Real Estate Board: 68,000 Realtors®
- International Real Estate Boards (Proxio): 600,000+ Realtors®

This means that thousands of Realtors® will have access to your

listing for their clients who are moving or relocating. Your listing advertised to numerous brokerages will significantly increase the exposure of your home.

EXPOSURE

Make sure that buyers can easily access your property on a website where they can see videos, photos, property information and have a clear way to get in touch to book a showing. Make sure you have international exposure as well.

ONLINE MARKETING

Your home should be featured on a user-friendly website with

comprehensive information about your home, neighbourhood, area amenities, as well as professional photography and videography.

SOCIAL MEDIA

In today's world, many buyers and sellers use social media platforms such as Twitter, YouTube, Facebook, and Instagram on a regular basis. Make sure your listing is accessible through multiple social media channels.

REPUTABLE SIGNAGE

Having appealing "for sale" signage makes a difference. A sign with a reputable brand will add a

prestigious element and sense of familiarity to your home.

FOR MORE INFORMATION

Check us out online at faristeam.ca, read our [Faris Team blog](#) which is full of useful information about home buying, selling, and home ownership, or call us at 1.888.444.9533.



PHOTOGRAPHY, VIDEOGRAPHY & SHOWING PREPARATION

When preparing your home for professional photography, videography and in-person showings, these guidelines can help ready your home to achieve optimal results.

EXTERIOR

- Remove cars, trailers, boats and basketball nets from the driveway
- Turn on all exterior lights
- Delay putting up seasonal ornaments and decorations or remove temporarily if possible
- Remove toys from the yard
- Remove waste bins, yard tools and equipment
- Remove barbeque cover
- Remove hot tub cover

INTERIOR

- Turn on all interior lights (for showings)
- Remove pet dishes and crates

- Remove waste bins from all rooms
- Remove interior winter door mats
- Remove magnets from refrigerator
- Remove items from the top of the refrigerator
- Leave instructions if you have a gas fireplace that's not operated by a switch
- Turn off ceiling fans
- Close all windows
- Hide electrical cords (where possible)
- Remove tea towels from the stove (can keep for showings)
- Remove coats and bags from coat racks and hooks (can keep for showings)
- Remove items from under the bed (if visible)
- Ensure beds are neatly made
- Turn off televisions and computer monitors

Visit [FarisTeam.ca](https://www.faris.ca) for more great resources to assist you on your home selling journey, such as:

- See Why Thousands Trust the Faris Team
- Free Home Evaluation



At Faris Team,
our dream is to
transform the Real
Estate industry and
be the most trusted
name in Real Estate.

— Mark Faris, CEO & Broker



Our mission is to go
full out[®] for our clients
and provide the best
Real Estate experience
in the world.



FARIS TEAM CULTURE

