

**COLLINGWOOD'S
REAL ESTATE EXPERT**



Seller's Guide



**Your VIP PASS to the
Ultimate Home Selling
Performance!**



From Your Realtor

Navigating the sale of your home is a significant financial journey, and turning it into a seamless performance requires a solid strategy. To maximize returns and simplify what can be a complex process, it's crucial to grasp the fundamentals of home selling. Dive into local market trends shaping your property's value and understand the marketing essentials to enhance your investment returns. Selecting a VIP real estate experience is key to hitting the right notes throughout this process.

Whether you're a seasoned real estate investor with a diverse portfolio or considering selling your family home, the real estate rock star path is here to assist. I pride myself on showcasing your home to a broad audience, offering top-tier service, discretion, and collaborate with skilled marketing professionals specializing in the promotion of real estate listings, particularly in the realm of house marketing.

Regardless of your home's specifications, trust me to elevate your home-selling experience and maximize your returns.

- Joe Steeves

SELLERS

Guide to a Peaceful Easy Feeling

If you're contemplating selling, a myriad of questions might be swirling in your mind.

- **What's the value of my home?**
- **Agent or solo journey?**
- **How can I make my home irresistible to buyers? And, the grand finale: How do I secure the best deal for my home?**

Enter this resource guide, crafted as a "**rockstar roadmap**" because selling your home is nothing short of a journey. The more you're in tune with what to anticipate, the greater the success of your home sale. Picture this roadmap as the playlist that guides you to the grand finale: a swift sale at the best possible price.

Consider me your expert backstage pass holder, here to guide you every step of the way. If you've got questions, just give a shout. Ready to turn your home sale into a seamless and rocking success? Let the journey commence



STEP 1:



Rock Your Home Sale: A Backstage Pass to Success



OPENING ACT: START YOUR HOME-SELLING SYMPHONY

Commencing this rocking journey is as simple as striking the first chord on stage. Research echoes the rhythm that starting the home-selling process early leads to a more successful encore. So, where's the opening riff?

Begin by diving into the backstage details of the selling process. Knowledge not only demystifies the complexities but also transforms the experience into a smoother performance, ensuring you hit the right notes. And guess what? That's the essence of this resource guide – your ultimate VIP pass to the insider knowledge!

The key here is to kick off the show. Decide to list your property, even if the grand move is a few months away. The spotlight is always on now.

And remember, you don't have to be a solo act. Your home, your greatest asset, deserves a headlining performance.

Don't make the mistake of trying to be a one-man band. Tune into the expertise of a skilled agent – your backstage VIP for a chart-topping home-selling experience!

3 Ways to Simplify the Home Selling Journey

1) Commence Today: Embark on your home-selling journey now, and you'll have more time on your side, transforming the journey into a stress-free experience.

2) Master the Process: The more you comprehend the journey's nuances, the less daunting it becomes. Armed with knowledge, you'll navigate with ease and make informed decisions.

3) Consult with an Expert Agent: Connect with a skilled agent who can not only address your queries but also estimate your home's potential value. With their guidance, every step of the journey becomes smoother.

STEP 2:

The Agent Advantage

LET'S ROCK TOGETHER... BUT HERE'S WHY

Many sellers opt for a real estate agent, and it's a smart move! A skilled agent can streamline the selling process, ensuring your home sells swiftly and at the best price, all while making things considerably easier for you.

- 1) Pricing Expertise:** Determining the right price is an art. Experience matters, and even a 1% difference in your home's value can translate to thousands in your pocket.
- 2) Masterful Negotiation:** Negotiating can be tricky and uncomfortable. With an agent, you have someone to fearlessly negotiate on your behalf.
- 3) Beyond MLS® Marketing:** Today's marketing goes beyond MLS®. To fetch the best value for your home, you need an agent with a strategic marketing plan to reach as many qualified buyers as possible. Let's chat about the specific needs of your property!
- 4) 3 Showings Made Easy:** Handling showings yourself is not just inconvenient; it can also make potential buyers uncomfortable. An agent ensures a professional and comfortable viewing experience.
- 5) Paperwork Proficiency:** Navigating the paperwork for a real estate transaction is no easy feat. With the expertise of an agent, you can rest assured that every detail is handled correctly and efficiently.



- Did you know that a staggering **82%** of real estate sales are orchestrated by agents?
- It's no coincidence that the majority of buyers prefer to tour a home with an agent rather than the homeowner.
- Here's the real deal – on average, agents secure a higher return for a property compared to owners who brave the journey alone. (Based on median home sale prices.)
- When it comes to your home sale, aligning with a skilled agent isn't just a choice; it's a strategic move that tips the scales in your favour.
- Let the rockstar agent lead the encore to ensure you don't just sell – you sell big!

STEP 3:

Setting the Stage: The Price Harmony

To guide you through this harmonious process, we've crafted the Ten Steps to a Rockstar Home Sale. From setting the perfect price to orchestrating a flawless closing, each step is a crescendo towards a successful and profitable sale. Let the melody begin!

10 Steps to Embark on Smart Pricing:

1) Getting the Price Pitch Perfect: Determining your home's list price is a delicate dance, akin to a musical performance. Go too low, and you risk leaving thousands on the table; go too high, and potential buyers might exit stage left.

2) Emotional Asset: Your home is more than a mere property; it's an emotional asset. Objectively seeing it as a "product" for sale requires a unique blend of expertise, analysis, and street smarts.

3) Rockstar Agent Mastery: Great agents are virtuosos in the art of pricing. They spend their careers mastering this skill, blending market knowledge, comparative analyses, and past sales data to set the optimal list price.

4) Tailored Precision: The beauty lies in the details. Rockstar agents don't just crunch numbers; they customize the price to fit your unique needs, ensuring it resonates like a well-tuned melody.

5) Critical Task: Pricing isn't a minor detail – it's a critical task. Getting it right from the start translates to more showings, more offers, and ultimately, fetching the highest price for your home.

6) Market Rules: Understanding the market dynamics is key. Buyers aim for the actual market value, which may differ from your sentimental attachment. The right list price is vital for the highest possible return.

7) Risk of Low Pricing: Pricing too low may result in leaving money on the table. A great loss considering every dollar counts.

8) Risk of High Pricing: Set the price too high, and you risk losing potential buyers who perceive your property as out of their budget.

9) Symphony of Complexity: Pricing is a symphony of complexities, but fear not – a great agent is the maestro, guiding you to the perfect note.

10) Market Maestro: A skilled agent determines the genuine market value of your home, orchestrating the ideal list price for a harmonious home-selling experience



STEP 4:



Preparing for Buyers



LET'S PREPARE YOUR HOME FOR CENTRE STAGE!

After setting the ideal price for your home, the next step in our rockstar journey is transforming your property into an irresistible showcase. Imagine it as the **main stage**, stealing the spotlight with every feature.

Prospective buyers need to see the magic unfold; their impressions today become the soundtrack to envisioning their future. In this real estate concert, every flaw can be a discordant note, distracting from your home's true rockstar potential.

Let's ensure your property takes center stage and leaves a lasting impression! Your journey is one of confidence and success.

STEP 4 CONTINUED

The Three Rhythms of Home Preparation



LET'S ROCK YOUR HOUSE HUNTING

1) Release: Bid farewell to clutter! Whether through giveaways, garage sales, storage, or the dump, clearing out the excess is key. Create a spacious and tidy canvas that invites potential buyers to envision their own story in your home.

2) Revamp: Address the wear and tear. Fix chipped paint, cracked tiles, squeaky hinges, and leaky faucets. Your home should be a seamless symphony of functionality. If a contractor is needed, your agent has the perfect recommendation.

3) Refresh: Cleanliness is the melody of home readiness. Give your home a thorough scrubbing to achieve that guest-ready sparkle. Organize each room like a showcase, and a fresh coat of paint can add a harmonious touch, transforming your space into a visual masterpiece.

Feeling overwhelmed?:

You don't have to orchestrate everything in a single night. Your agent can connect you with professionals or break down tasks into manageable daily steps.

And here's the upbeat news: Each item removed, every nook cleaned, and all repairs made contribute to a quicker home sale and a higher selling price. It's like getting a bonus for your efforts!

Consider the Encore: Remember the allure of high-end furniture showrooms or stylish model homes? That's staging in action!

According to the National Association of REALTORS®, staged homes sell 49% faster and for 7-11% more money. Nearly half of buyers (49%) respond positively to a staged home. You can enlist a professional stager or follow some basic tips yourself—either way, your agent is here to ensure your home hits all the right notes.

STEP 5:



Your Custom Marketing Journey and Plan!



In the world of home selling, the marketing tune is the key to success—your home's spotlight moment that ensures a stellar performance!

Exclusively partnered with me for the Collingwood area, my marketing team customizes their services solely for you. Your home becomes the headliner, receiving the same attention and care as our brand does. Listing with me not only means selling a property; it means embracing the strategic marketing prowess of this dynamic duo. With five years of experience in real estate marketing and selling, their VIP touch elevates your house-selling journey to a whole new level!

Digital Marketing Complexity

1) The Algorithmic Overture: Embark on a journey into the science of algorithms, where digital marketing experts decipher the intricate equations governing online content distribution. While administrators may falter, these experts navigate the digital labyrinth, optimizing campaigns for maximum exposure.

2) Crafting Harmonies with Consumer Minds
Enter the realm of consumer psychology as marketing virtuosos craft messages resonating with target audiences. Market research and psychological triggers become art forms. Meanwhile, administrators, though skilled organizers, often miss the finesse needed to unravel the intricacies of consumer minds.

STEP 5 CONTINUED



3) Decoding Data – The Analytical Cadence

Digital marketing thrives on data, and experts extract meaningful insights from the data deluge. While administrators handle administrative tasks adeptly, deciphering the nuanced language of data analysis remains a challenge.

4) Navigating the Shifting Digital Landscape

In the ever-changing digital terrain, marketing professionals dedicate themselves to keeping abreast of trends.

5) The Symphony of Digital Marketing

Digital marketing transcends the simplicity of a Facebook post or a listing on Realtor.ca. It involves the science of consumer psychology, optimization, analytics, and the art of targeting the right audience within your listing price bracket. It's about reframing your home to appeal to diverse consumer types, ensuring a strategic approach that resonates with various potential buyers.

Conclusion: The Digital Opus

In the grand symphony of digital marketing, virtuosity is key. Entrusting administrative staff simple isn't enough. Success in the digital age demands a specialized skill set, deep algorithmic understanding, consumer psychology finesse, data analysis proficiency, and an unwavering commitment to staying ahead—an opus brought to life by marketing experts, ensuring your digital efforts are nothing short of a magnum opus which is handled by individuals who know the industry and who know marketing!

STEP 6:

Elevating the Excitement - Turning Lookers into Buyers



As the journey progresses, anticipation builds with qualified buyers ready to explore your property. To transition from casual lookers to serious buyers, consider the following rockstar guidelines:

1) Rockstar Move: Absence Amplifies Appeal

- Don't linger during showings; give buyers the freedom to explore and discuss your home candidly.
- Research shows that buyers prefer viewing a home with an agent rather than the homeowner, allowing for a more comfortable and thorough experience.

2) Flexibility Rocks the Schedule

- Break free from rigid schedules like "Saturdays 3-6" to maximize potential buyer viewings.
- Embrace flexibility and be open to short-notice showings, as eager buyers may seize the opportunity to view your home promptly.

3) Inviting Aura for Maximum Impact

- Model homes are inviting for a reason; keep your home neat, tidy, and open during showings.
- Prepare your space by ensuring cleanliness, stowing away personal items, and creating an atmosphere that invites buyers to envision themselves in your home.

4) Curb Appeal: Rock the First Impression

- Make a statement from the moment buyers approach; maintain a well-kept yard, trimmed hedges, and a clean walkway.

5) Information is Key to Harmony

- In different seasons, showcase your home's versatility with visuals; for winter listings, include summer pictures to highlight your property's sunny charm.
- Spotlight the neighbourhood's greatness by offering a list of local features like parks, schools, and running paths.

STEP 7:

Negotiating

NEGOTIATE LIKE A ROCKSTAR

Negotiation is an intricate skill, and having a seasoned agent in your corner is crucial for securing the best outcome in your favour.

Offers may vary from your asking price, and that's absolutely normal. Consider an offer as the starting note of a conversation, signaling the buyer's interest and initiating the negotiation dance.

Key Points to Keep in Harmony:

1) Expect Back-and-Forth:

- Counteroffers are par for the course. Anticipate a series of proposals and counterproposals until a mutual agreement is reached.
- With a skilled agent, navigate this exchange efficiently, maintaining momentum in the negotiation process.

2) Beyond Price:

- Negotiation isn't solely about the price; explore adjustments in conditions, closing dates, or included property assets.
- Flexibility is key—don't fixate on a single aspect. A harmonious negotiation considers various elements.

3) Swift Momentum Matters:

- Negotiations move rapidly at this stage. A proficient agent ensures quick and effective exchanges, capturing the momentum for a successful resolution.



4) Closing the Deal:

- Once terms align, the buyer submits a deposit cheque held in trust until conditions are met and title transfer occurs.
- Conditions, often featuring a specific removal timeline, typically encompass a home inspection and financing, showcasing the thoroughness of the buyer's commitment.

As the negotiation finale unfolds, let the victory anthem play, marking a harmonious agreement that propels you closer to the successful sale of your home!

Unlocking the Power of 1%: A Skilled Negotiator's Impact

In the world of real estate, the tiniest percentage can translate into significant gains. Consider this:

- *In the \$300,000 range, an additional 1% means \$3,000 more in your pocket.*
- *If your property falls in the \$400,000 range, that's an extra \$4,000.*
- *For homes valued around \$500,000, it equates to a substantial \$5,000 increase.*

STEP 8:



The Grand Finale - Wrapping up the Final Details



As the home sale reaches its pinnacle, it's time to delve into the figures and decipher how much you'll pocket. However, the euphoria comes hand in hand with closing costs.

Let's unravel the key considerations:

Time to Bring It on Home!

1) Legal Fees: Lawyers wield varying fee structures, often outlined on their websites. On average, anticipate around \$1,000 for their legal prowess in steering your home to closure.

2) Mortgage Fees: Contact your lender to unveil any potential costs tied to transferring or releasing your mortgage. Penalties for early mortgage discharge and potential discharge fees (ranging from \$100 to \$250) may be in the mix.

3) Disbursements: This covers sundry legal expenses like travel, copies, couriers, and registration fees. Allocate approximately \$500 for these additional costs.

4) Adjustments: Pinning down exact amounts owed to utilities on closing day can be challenging. Fear not, your lawyer steps in to rectify overpayments or deficiencies in rents, mortgage interest, property tax, and utility charges, ensuring a fair credit or charge for both parties.

5) Moving Costs: A variable factor contingent on location, distance, and the volume of possessions. If you're shouldering the move yourself, factor in costs for gas, rental vehicles, and moving supplies.

In this encore phase of the process, I stand steadfastly by your side, orchestrating a seamless transition before, during, and long after the sale. For deeper insights into my VIP client-centric approach, don't hesitate to reach out. Let's connect!

MEET JOE STEEVES - YOUR REAL ESTATE ROCK STAR



Joe's abiding love for music, demonstrated over 35 years as a guitarist in active bands, infuses a distinctive rhythm into his vibrant real estate journey. With a trailblazing spirit honed in the sports and entertainment industry, Joe brings a unique approach to real estate. Having earned accolades for technical innovation, Joe seamlessly integrates his diverse career experience into revolutionizing the real estate landscape. Drawing inspiration from his electric journey, Joe's commitment to sophistication and innovation shines through as he elevates the real estate experience.

Embarking on a dynamic journey, I pioneered high-tech solutions in sports and entertainment, earning a senior executive role with the Toronto Blue Jays and the MLB Technical Innovation Award. My career spans diverse sales roles, from Insurance to AI Enterprise Software, culminating in the transformative experience of selling AI solutions to major Real Estate companies. Witnessing the struggles of Brokers, I envisioned a higher standard in client management, leading me into the dynamic realm of Real Estate. With over 35 years as a guitarist in working bands, I balance a rock and roll lifestyle, infusing vibrancy into my bustling real estate career. **Join me on a journey where innovation, dedication, and a touch of musical magic converge.**

Joe Steeves

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