

Seller's Kit

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Lance Roberts
Your Realtor
Marketing Your Home From Your Perspective

When you list your home with Lance Roberts, you can be sure you will receive the best of service. The following is our 10-step marketing plan which will sell you home as quickly as possibly for the best possible price.

1. Help you decide the best price for your home

Determining the right price for your home is very important for a successful sale.

I will do this by providing you with a Comparative Marketing Analysis based on current information and arriving at a list price for your home.

2. A Royal LePage Scharf Realty sign on your property

Having a Royal LePage Scarf Realty sign on your front lawn is a powerful tool. People know and trust the Royal LePage name. Plus, a lot of homes are sold to Royal LePage clients from out of town who drive around looking for the Royal LePage signs, while familiarizing themselves with the area. A high percentage of real estate sales are a result of sign advertising.

3. Local Advertising

I will advertise your home every day until it has sold.

Advertising in the local media is a great way to expose your home to potential buyers. Having been in this business for a long time, I know the right way to get the attention of the people looking for your type of home in your area.

4. Your home will be listed on the K-W MLS System

‘Multiple Listing Service’; this means full information about your home will be at the fingertips of every real estate sales person in the K-W area, giving them the full opportunity to sell your home.

5. Lock Box

I recommend a lock box with a key to your house on your front door, making it easier for agents to show your home and giving a better chance of getting an offer. Increasing your home’s exposure, this is with your perspective and direction.

6. Open Houses

I will provide you with “Professional agent, Open houses and public Open houses” with your perspective and direction. Your comfort with this marketing approach is our priority.

7. Marketing Your Home Through Our Relocation Services

A great number of homes in the K-W area are sold through our Royal LePage Relocation Services.

The K-W area attracts large companies and in turn, their employees are in need of homes close by.

8. Keeping in Touch

I will keep you informed of all aspects of the process of the sale of your home:

- Following up with agents regarding showings and collecting feedback to pass on to you
- Any changes in the market place

9. Negotiate the Sale

A very important factor in the sale of a home is the negotiation stage.

I will be there to represent you through every step of this process.

10. Internet

When you list your home with Lance, your property will be marketed throughout the Internet. Our M.L.S. service provides an Internet presence through the KW Real Estate Board and MLS.Ca. Royal LePage Scharf Realty provides a company web site. I also provide a Virtual Tour with each listing, which is through all the Internet systems. Our advertising with the real estate book provides another Internet access. I provide a full Internet service with all listings.

What is a good Agent?

In our minds, a good agent is someone who cares about people. A person who takes real pride in their work and is constantly striving to do a better job for their clients. *I market your home from your perspective.*

How a Commission is Divided

First, I offer commission to the other co-operating or selling brokers in the community as compensation if one of them secures a buyer for your home. My broker receives the balance which is then distributed according to the office contract. The portion distributed to myself as your realtor from the transaction of your home sale pays for the cost of selling your home including all advertising, web costs and virtual tour. As an independent contractor, I am required to pay all my own business expenses including all office supplies, faxing, and copying that is required.

Our Risk Capital

(Money that I put to work for you even before a buyer is found!)



- Telephone
- Car/Mobile Phone, Fax, Home Business Line, Long Distance, Modem Line, Pager, Voice Mail
- Office Postage
- Daily Office Mail, Fed Ex, Courier Service
- Dues and Subscriptions
- Printing
- Supplies
- Business Auto Expense
- Education and Training
- Legal and Professional Fees
- Salaries of Assistants
- Including Comp, and Incidental Labor
- Business Equipment
- Business Insurance: Unemployment, Workman's Comp
- Advertising
- Artwork/Design
- Flyers and handouts
- Photography
- Direct Mail
- Classified Advertising
- Magazine Advertising
- Institutional Advertising
- Websites
- Prospect Follow-up
- Newsletters
- Postage for Marketing
- Meals & Entertainment
- Telemarketing
- Virtual Tour



The Truth About Advertising

Remember that ads don't sell houses, people do!

Most properties are sold through the cooperation of brokers. If all it took to sell a house was to put an ad in the paper, there wouldn't be a brokerage operation in existence. All that sellers would have to do is put an ad in the paper and the house would sell. But that isn't what happens.

An ad is like a store window.

Think of a page of advertising as if it were a store window. The owner of a store displays a selection of carefully chosen items from all the types of merchandise available in the store. The purpose is to attract consumers into the store. That is what a group of ads in the newspaper does. It attracts consumers into calling so real estate agents can meet with them and begin the qualification process which eventually leads them to your home. I have another question for you: *If a company has five 3-bedroom, 1-bath single story homes available in inventory, how many does it have to advertise to get prospective purchasers to call?* That's right. Just one!

So let your agent plan the advertising program that is best for your property.

After all, an agent won't try to do anything to prevent a sale from occurring because he/she won't get paid until a sale occurs and the transaction closes!

Our pledge.

Too many ads places your market presence at risk. You will appear "shop worn" to the buying public. I promise to raise the level of exposure so any potential buyer has the opportunity to look at your home.

Appointment Preparation Checklist

To make our time together more effective, please have the following ready (if available) at the time of our appointment.



- Prior title policy
- Prior year tax bill
- Survey
- Account numbers for mortgage
- Keys to the front door
- Invoices for repairs or improvements to the property
- Lien waivers for any work done by a contractor in the previous 6 months
- A list of inclusions and exclusions
- Any interior or exterior pictures of the property
- Declarations/Covenants/Deed restrictions (if applicable)
- Utility bills, actual monthly costs or monthly budget
- Information on special assessments (if applicable)
- Homeowners/Condominium association information (if applicable)
 - Condo Fees
 - Company
 - Address
 - Contact name
 - Phone number

The 9 Most Deadly Mistakes

You Can Make When Selling Your Home!

When you are getting ready to put your property on the market, there are a myriad of things to think about, to prepare for and to organize. Here's a short list of some of the pitfalls to watch out for!

Deadly Mistake No.1 - Pricing Incorrectly

Every seller wants to realize as much money as possible when he sells his home. But a listing price that is too high often gets the seller less than market value. If your house is not priced competitively, people who are looking in your price range will reject your house in favor of other, larger homes at the same price. At the same time, the people who should be looking at your house will not see it because it is priced over their heads! Overpricing usually increases the time on the market, and that adds to the carrying costs. Ultimately, many overpriced properties sell below market value.

To help avoid selling your home below market value, I have an informative booklet called, "Pricing Your Home to Sell", The following items are covered...

- Should you select an agent based on price?
- I've invested a lot of money in our home... what's the difference between the cost and selling price?
- What really is market value?
- How do I set the asking price?
- Why couldn't I just try it for a while at that price?
- ... plus many more insider secrets!

Once you learn these secrets, you'll know how to sell your house for the best price. Not only that, you'll know how to avoid paying too much for any house you buy for the rest of your life! Just call our office and I'll send this valuable booklet to you.

Deadly Mistake No. 2 - Failing to "Show Case" the home

Buyers look for homes, not houses, and they buy the home in which they would like to live. Owners who fail to make necessary repairs, and who don't spruce up the house inside and out, touch up the paint and landscaping, and keep their home clean and neat chase buyers away as rapidly as Realtors can bring them.

If you were selling a car, you would wash it, or maybe even detail it to get the highest price. Houses are no different.

Deadly Mistake No. 3 - Using the "Hard Sell" during showings

Buying a house is an emotional decision. People like to “try on” a house and see if it is comfortable for them. It’s difficult for them to do that if you follow them around pointing out every improvement you’ve made. It may even have the opposite effect you want, by making them feel they are intruding on your private space.

Resist the temptation to talk the entire time a buyer is there... let them discover things on their own. Try a tasteful sign posted on a door or wall to point out some hidden amenity that they might miss.

Deadly Mistake No. 4 - Mistaking lookers for buyers

For Sale By Owners always get more activity than houses listed with an agent. No question about it! Realtors will only bring qualified buyers, and these will be fewer than if you open your front door to everyone who walks down the street.

A qualified buyer is one who is ready, willing, and able to buy your house. I find that most people who go looking at For Sale By Owners are just starting to think about moving. They may be potential buyers, but they’re just 6-9 months away from being ready. They don’t want to bother an agent yet, so they call the “By Owner” ads to get a feel for what’s available.

Many potential buyers may have to sell their house first, or may need to save some more, or may have credit that needs fixing. When everything is in place, that’s when they go out looking with a Realtor.

An agent will ask a buyer how much he can really spend for a house, how much he has to put down, how good his credit is, how much he can pay each month, how much he will realize (realistically!) when he sells his present home - and many similar questions. But unless you have a Realtor who finds out the facts first, you should ask all these questions before the buyer crosses your threshold. Otherwise, you may have a parade of Sunday afternoon shoppers with a dream of owning a home some day.

Deadly Mistake No. 5 - Not knowing your rights AND obligations

Real estate law is extensive and complex; the contract of purchase and sale is a legally binding document. An improperly written contract can cause the sale to fall through, or cost you thousands of dollars for repairs, inspections, and remedies for items included or excluded in the offer. You must be certain which repairs and closing costs you are responsible for. You must know whether the property can legally be sold “as is”, and how right-of-ways and local zoning may affect the transaction. If there are defects in your title, or if your property is in conflict with local restrictions, you or your Realtor must remedy them, or you might have to pay plenty.

Deadly Mistake No. 6 - Limiting the marketing and exposure of the property

The two most obvious marketing tools (open houses and classified ads) are only moderately effective. Surprisingly, fewer than 1% of homes are sold at an open house. Agents use them to attract future prospects, not to sell your house!

Advertising studies show that less than 3% of people purchased their home because they call on an ad. And if a machine answers, most callers hang up without leaving a message.

The right Realtor will employ a broad spectrum of marketing activities, emphasizing the ones he believes will work best for you and your particular property. There are dozens of more effective ways to find buyers than just open houses and advertising.

By the way, Lance will be there every time the phone rings. Did you know that most calls come in during the business hours when Sellers are away at work, and many home showings are between 9:00 and 5:00 Monday through Friday?

Deadly Mistake No. 7 - Limited Accessibility

Studies show that the homes that are shown the most are the ones for which Realtors have keys or lockboxes. Realtors take the path of least resistance just like everyone else. When faced with the choice of making several calls to set up an appointment or simply going directly to the home and showing it, they will often opt for the latter.

Also, it's easier for a Realtor to persuade a buyer to look at something he may otherwise not agree to see if the Realtor and buyer can just pop over and get inside and not spend more than a few minutes doing so. Many homes are sold to buyers who wouldn't have looked unless they were persuaded to in just such a fashion.

Remember, the more times your home is shown, the greater the chance it will sell.

Deadly Mistake No. 8 - Believing that a government assessment or bank mortgage appraisal is the market value of your house

An appraisal is an opinion of value for a certain purpose. If the lender wants to lend you the money, he is motivated to have the appraisal come in high. The appraiser may ignore foreclosure or distress sales in order to justify the higher value. But a real buyer in the real world will not ignore these properties. These homes are the competition you try to sell.

I can't tell you how many ridiculous bank mortgage appraisals I've seen. Because many buyers are only making 5 or 10% down payments, appraisals are much more critical as to the value because the banks want to avoid the potential of foreclosures. Don't make the mistake of thinking that the value you were told even 6 months ago when you re-financed is what a real buyer will pay today. Ask your Realtor for ALL the sales in your area, then decide.

Deadly Mistake No. 9 - Choosing the wrong Realtor, or choosing him for the wrong reasons

It's likely that you don't interview people very often. And yet in order to find the Realtor who is right for you, you may interview a couple. The quality of your home selling experience is dependent upon your skill at selecting the person best qualified.

It's interesting that in the real estate business, someone with many successfully closed transactions usually costs the same as someone who is inexperienced. Bringing that experience to bear on your transaction could mean a higher price at the negotiating table, selling in less time, and with the minimum amount of hassle.

The world is populated with Realtors who are wrong for you. For example, the part-timer who sells an occasional house because he or she is trying out the business. Or perhaps your cousin George, who recently became a Realtor and really needs your business.

The sale of your home could well be the most important financial transaction you have ever been involved with. The person you select can make it a satisfying and profitable activity, or a terrible experience. It's your home and your money. The choice of your Realtor is up to you. Make the selection carefully.

26 Powerful & Insightful Questions To Ask a Real Estate Agent Before You Sign Anything!

1. How many years have you been in the real estate industry?
2. How many homes do you sell in a year?
3. Have you sold any homes in this area?
4. Do you specialize in a specific type of home?
5. Do you have any personal assistants? How many? What do they do?
6. Are you too busy to take my business?
7. Will you be dealing with me directly?
8. How quickly will my telephone calls be answered?
9. What is your educational background before your real estate career? What are your professional designations? What awards have you won?
10. Do you offer any guarantees? What are they?
11. Do you have any testimonial letters from previous clients I can see? Can I call some of your past clients?
12. What kind of experience and training do you have in negotiating?
13. Can I get out of the listing if I'm not pleased with your services? Without a hassle?
14. Do you have a WRITTEN Marketing Plan for marketing my property? Can I have a copy?
15. May I see your resume?
16. Where does your company rank among other companies in the area?
17. Are you a member of the MLS? What is that? How will that help me?
18. Does your company have a well known logo that people would quickly recognize in order to bring more and quicker attention to my home?
19. Will you work with me if I am not referred by someone?
20. Do you stay in touch with me from the beginning of the listing until the closing? How often? In what way?
21. How "high tech" is your business? Do you have your own computer? How many computers do you have in your office? How advanced are your software programs? Are you connected to the Internet?
22. Do your "For Sale" signs stand out and draw attention so that potential purchasers driving by will notice them and take down the phone number? How are they different?
23. Do you do anything to prepare a house for the market? What?
24. Do you have a plan for marketing within as well as outside of the real estate profession?
25. Do you prepare professional flyers detailing the amenities and highlights of the home to be given to prospective buyers who come into the house?
26. Will you personally be there when contracts are presented to handle all the negotiations?