



REAL ESTATE

# Seller's Guide

## SB REAL ESTATE TEAM



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# INTRODUCTION



## MEET THE PROFESSIONALS WHO MAKE UP PART OF YOUR DREAM TEAM!

Welcome to the Seller's Guide: Your Real Estate Dream Team! Selling your property is a significant venture, and we're here to make it a seamless experience. Meet the professionals who form your dream team – from seasoned real estate agents to skilled photographers, each member is committed to maximizing your property's value.



“  
THEY ARE  
DEFINATLEY THE  
GO-TO TEAM FOR  
MARKET SAVY  
INVESTORS!  
*-Heather*  
”



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# PRICING YOUR HOME

## What is a comparative market analysis (CMA)?

A Comparative Market Analysis (CMA) assesses a property's value by comparing it to similar recently sold or listed properties. It provides insights for informed pricing decisions in real estate transactions.

## Considering the condition of your home?

When preparing to list your home for sale, evaluating its condition is paramount. A well-maintained property not only attracts potential buyers but also enhances its market value. Addressing repairs, decluttering, and enhancing curb appeal can make a significant impact. Invest time in deep cleaning, fix minor issues, and consider simple renovations to make your home stand out. A meticulous evaluation of your home's condition ensures a positive first impression, increasing the likelihood of a quicker sale at a favorable price.

Our team ensures your home gets maximum exposure for a successful sale. We're committed to showcasing its best features to attract the right buyers.

## Consider market conditions:

Market conditions play a pivotal role in determining your home's price. Factors like supply and demand, interest rates, and economic trends influence the real estate market. Stay informed, as fluctuations impact your property's value. A strategic pricing approach aligned with current market dynamics enhances your chances of a successful and profitable sale.

## Communication is key to a successful transaction:

Open and honest conversations about your home's expected sale price are crucial. Discussing realistic expectations with your real estate agent ensures alignment between goals and market realities. Transparency about factors influencing pricing helps set accurate expectations, fostering a smoother selling process and better outcomes for all parties involved.

# SHOWINGS

## Congratulations!

Your home is listed and you have a showing booked, now what?

### Top 5 things to prepare your home for showings:

- Clean and Declutter: Present a tidy and organized space to make a positive first impression.
- Neutralize and Depersonalize: Allow potential buyers to envision their lives in the home by minimizing personal items and choosing neutral décor.
- Fix Minor Repairs: Attend to any visible repairs, from leaky faucets to chipped paint, to highlight your home's well-maintained condition.
- Enhance Curb Appeal: Make the exterior inviting with well-manicured landscaping, a fresh coat of paint, and a welcoming entryway.
- Set the Right Ambiance: Ensure optimal lighting, pleasant scents, and a comfortable temperature to create a welcoming atmosphere during showings.

### What is provided to you as a client:

- Professional photography of your home
- Fully edited video tour of the property & Social Media reels Assisted clean prior to listing
- Home staging tips with possible staging
- Strategic marketing plans
- Open House
- A full team dedicated to providing you the best service

\*\*Please note that some of these items are subject to contract agreements



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# SB REAL ESTATE TEAM

Our exceptional team of agents are more than colleagues; we're a family-oriented group dedicated to your real estate journey. Committed to our clients' needs, we blend professionalism with a down-to-earth approach. Your dreams are our priority, and our agents go the extra mile to make your experience seamless, personalized, and successful. Trust our family of experts to guide you through every step, ensuring your real estate goals are not just met but exceeded.



*Jon*  
HAGGAR

*Ashleigh*  
BOWMAN

*Sonia*  
REX

*Ben*  
CHAUVEAU

*George*  
PARNELL

*Amanda*  
MCCABE

Proudly presenting our accomplished real estate team at Royal LePage, recipients of the prestigious 2023 Royal LePage Excellence Award. Our commitment to excellence is reflected in being among the top 5% nationally within the Royal LePage network. We're honored to have achieved the esteemed Royal LePage Diamond Award, a testament to our dedication, exceptional service, and outstanding results. Trust our award-winning team to navigate your real estate journey with expertise, integrity, and a commitment to exceeding your expectations. Your success is our priority.



## This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.