PARKSIDE
GROUP

FINDING SUCCESS IN
SELLING

This guide is about understanding that process and putting yourself in the most favourable position to sell your home successfully.

STEP 1

DECIDE ON TIMING

When is the Best Time of Year to Sell?
Prudent sellers list their homes when the market is busy. Historically, the Toronto real estate market has been busiest in the spring and fall.

Should I Sell First or Buy First?
Ask yourself if selling your home or buying a new house would be easier. Do the most challenging thing first.

STEP 2

HIRE A REALTOR

Choosing the right advisor is essential.
An agent's counsel, direction, and expertise can minimize stress while maximizing your home's selling price. There is more to selling a home than putting up a sign and listing it on MLS®

STEP 3

UNDERSTANDING COSTS

Costs involved in the sale of a home include:

- Home repairs
- Staging costs
- Pre-inspection reports
- Penalty for potential early discharge of mortgage
- Legal fees
- Real estate brokerage fees
- Moving costs

STEP 4

GET THE HOUSE READY

To get the best price for your home, you need to make it attractive to the broadest number of potential buyers. Today's consumers prefer turnkey properties that look great outside and in.

STEP 5

PRICE YOUR HOME

Your home is worth what the market is willing to pay. Your agent should perform a Comparative Market Analysis (CMA). A CMA compares your house to similar properties that have recently sold and are currently listed for sale.

STEP 6

STAGE YOUR HOME

Things to consider:

- De-clutter. Cluttered homes appear smaller and unappealing.
- De-personalize. You want buyers to envision themselves in the space.
- Clean.
- Add fresh towels, have well-made beds, etc.
- Staging furniture if your furniture does not fit the space.

STEP 7

LIST YOUR HOME

The Listing Agreement is the primary document to sign before your home can go on the market. This authorizes the brokerage to sell your home.
Once your home is listed on MLS®, every REALTOR® in the Toronto Regional Real Estate Board will have access to the property photos and details.

STEP 8

MARKETING YOUR HOME

Your REALTOR® should have a comprehensive marketing strategy customized to your specific property. The marketing campaign's goal should be to get the greatest number of buyers interested so that your home will sell for top market value.

STEP 9

SHOWING YOUR HOME

Tips for Great Showings:

1. Clean and eliminate odours; the home should be neat and tidy.
2. Leave lights on and have blinds, curtains or drapes open/closed, as pre-determined in consultation with your REALTOR®.
3. Make sure that the temperature of the house is appropriate for the season.
4. Sparkling clean swimming pools and hot tubs.
5. Re-set the security alarm code for the time the house is on the market.
6. Remove your pet from the house and minimize any evidence of pets.
7. Leave the premises during all showings, if possible. If not able to vacate the house during showings, sellers should remain isolated and quiet.
8. Be as flexible as possible when offering showing times.

STEP 10

OFFER NEGOTIATIONS

The sale of a house often entails considerable negotiation. A seller can accept the offer as is, decline the offer outright or make a counteroffer.

STEP 11

AFTER THE DEAL IS DONE

A "Sold" sign will be placed on the lawn (for freeholds), and the sale will be reported to MLS®.

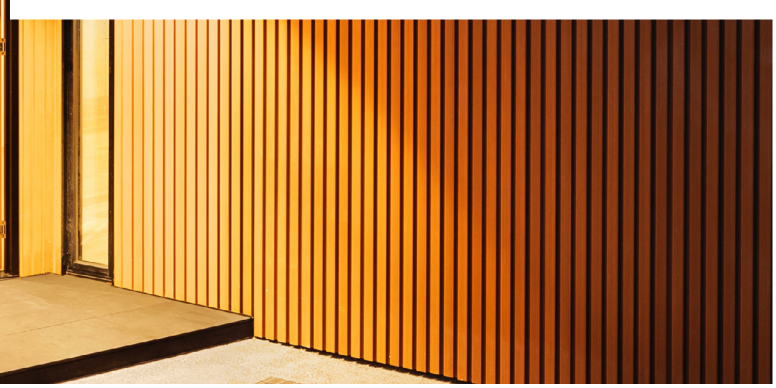
Then you can expect the following to happen:

- Your REALTOR® will distribute copies of the Agreement of Purchase and Sale and any related documents to lawyers and all relevant parties.
- An appraiser will inspect the home to verify the purchase price for the mortgage lender.
- The buyer may also inspect the home to measure for furniture placement, choose paint colours or obtain quotes.
- Rate your REALTOR® on Yelp and Google Reviews.

STEP 12

MOVE OUT

- Schedule the change/termination of service for utilities, internet, security system etc.
- Meet with your movers and make sure they understand all of your instructions.
- Do a final check for forgotten items.
- Do a final cleaning.
- Leave keys and the code for the security systems inside the house.



PARKSIDE GROUP

Parkside Group is a forward-thinking collective of client-focused real estate brokers proudly serving the Toronto market. Established in 2022, our mission is as clear as it is impactful: to ensure that the grass is always greener for our clients, whether they're buying, selling, or investing in real estate.

At Parkside, we blend innovation with expertise. By harnessing the power of a cutting-edge digital strategy, the industry-leading marketing platform provided by SAGE Real Estate, and a culture of collaboration among our agents, we aim to redefine the real estate experience. Our clients don't just get results – they get market-leading outcomes that exceed expectations. Exceptional results aren't just what we do; they're who we are.

With over 30 years of combined experience, our team offers unmatched insight, skill, and dedication to every transaction. Whether you're navigating the market for the first time or you're a seasoned investor, you can trust that Parkside Group has the expertise to guide you every step of the way.

We're passionate about transforming your real estate journey into something extraordinary. Let's make your next move together!

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