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**DAN COOPER
GROUP**

**30
YEARS**



**THE KEY TO SELLING
YOUR HOME**

Selling a home can be both an exciting and overwhelming process. This guide outlines the steps that you and your Dan Cooper Group agent will follow to help you get the quickest sale and the best price for your property.

Price Your Property

The most important decision you will make with your Dan Cooper Group agent is determining the right asking price for your property in the current market conditions.

The Benefits of Pricing Right

1. Your property sells faster, because it is exposed to more qualified buyers.
2. Your home doesn't lose its "marketability".
3. The closer to market value, the higher the potential volume of offers received and a well-priced property can generate competing offers.
4. The real estate community will be enthusiastic about presenting your property to buyers.



The Result of Overpricing

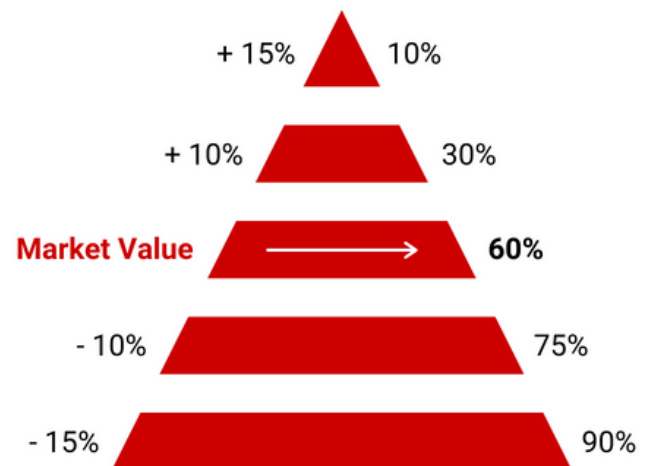
Many sellers believe that if they price their home high initially, they can lower it later.

Often, when a home is priced too high, it experiences little activity. Gradually, the price will come down to market value, but by that time it's been for sale too long and some buyers will be wary and reject the property.

You may think that interested buyers "can always make an offer", but if the home is over-priced, potential buyers looking in a lower price range will never see it.

**Asking Price vs.
Market Value**

**% of Buyers Who
Will See Your Home**



On occasion, the price is dropped below market value because the seller runs out of time. The property sells for less than it's worth.



The Importance of Early Activity

As soon as a home comes on the market, there is a flurry of activity surrounding it. This is the crucial time to capture the attention of potential buyers.

If the home is over-priced, it doesn't take long for interested parties to move on. By the time the price drops, the majority of buyers are lost.

Define Your Marketing Plan

For most people, their home is their largest asset. A house is very complex to market, due to this, the process used must be organized. To do this job properly, a plan is needed.

With the Dan Cooper Group you have access to a wide array of marketing tools, techniques and promotional tactics. We prepare a personalized plan for you, comprised of all activities required to market your property. These include your property's listing on multiple MLS®, capturing HD photography, 4K video and floor-plans. We create engaging marketing materials and undertake traditional and leading edge online advertising. You are gaining access to not only the networking power of the Dan Cooper Group, but the combined efforts of all Royal LePage REALTORS® across Canada.

For more details on how we market your home, please refer to our Dan Cooper Group Marketing Guide.

Signing a Listing Agreement

The first formal step in marketing your property is to enter into a Listing Agreement with us. This is a contract that commits us to actively market your home for a specified period of time. It also commits you to a pre-established marketing fee that is to be paid upon the successful closing of the sale.

We may require the following documents:

Plan of Survey Location Certificate

A survey of your property that outlines the lot size and location of buildings as well as details of encroachments from neighbouring properties.

Property Tax Receipts

Most Listing Agreements require that the current annual property tax assessments be shown.

Other Documentation

This may include annual heating, electrical and water expenses, as well as any recent home improvement costs.

The Major Elements of an Offer

Price

Depending on local market conditions, your opinion of value, and marketing information provided by the Dan Cooper Group, the price offered may differ from your asking price.



Deposit

The deposit shows the buyer's good faith and will be applied against the purchase of the property when the sale closes. Your Dan Cooper Group expert will advise you on the suitability of the deposit being offered

Terms

This includes the total price the buyer is offering and the financing details. The buyer may be arranging their own financing or may ask to assume your existing mortgage, especially if it has an attractive interest rate.

Conditions

Offers can be "firm", which means they are willing to buy the property exactly as it is. Or, you can make the offer "conditional" on things like a property inspection, approval of financing or the sale of your existing home. Your Dan Cooper Group agent will advise you on the options you may need to consider.

Inclusions and Exclusions

Certain fixtures or decorative items are included or excluded in the purchase price of the property, such as appliances, window coverings and light fixtures.

Closing or Possession Date

Generally, the day the property title is legally transferred and the transaction funds are finalized, unless otherwise stated. The regulations surrounding closing and possession dates vary by province. Your Dan Cooper Group agent is knowledgeable on all the rules within Ontario.



With you at every step

Dan Cooper Group agents bring invaluable knowledge and expertise to the home selling experience and are dedicated to your needs from the property search and purchase, to your relocation. Please do not hesitate to call your Dan Cooper Group agent or our office if you have any questions.

For more information, visit dancooper.com or call us at 905-849-3360.

