

Seller's Guide



TESTIMONIAL

"We contacted Marlow a little over a month ago. In that time, he was able to sell our property and help us secure another one. Marlow is the consummate professional. He's flexible, accommodating and friendly. I would definitely recommend him and will use his services again in the future.

Thank you Marlow!"

- Pauline D.



ABOUT MARLOW SINGH

Introducing Marlow Singh, a seasoned and dedicated real estate agent with a passion for serving his clients' best interests. With over a decade of experience in the dynamic Greater Toronto Area (GTA) market, Marlow specializes in the Downtown Core, Scarborough, and Durham Region.

Marlow's wealth of experience is rooted in his ability to cater to the unique needs of his clients, creating a stress-free environment and consistently delivering the best outcomes for his clients. His genuine enthusiasm for all aspects of the real estate industry, combined with a profound understanding of its constantly shifting markets, positions him as a trusted advisor. Transparency is Marlow's hallmark; he believes in being forthright and genuine.

With an unwavering dedication to professionalism, a relentless work ethic, and an unconquerable drive, Marlow has forged a distinguished career in real estate. He is driven by a relentless pursuit of excellence, aiming to make every transaction seamless and transparent. Marlow's deep market insight, honed negotiation skills, and pragmatic "no-nonsense" approach to closing deals set him apart in the industry.

Beyond his real estate prowess, Marlow is a people person at heart. He thrives on forming connections, nurturing relationships, and embarking on adventures with his family and friends. His commitment to family is paramount, and his wife and son are the beacons of light in his life.

Marlow Singh is not just a real estate agent; he's a trusted partner on your journey to achieving your real estate dreams. Experience firsthand the dedication, expertise, and transparency that define his approach to real estate.

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THE SELLING EXPERIENCE

STEP 1: CHOOSING THE RIGHT REALTOR®

When it comes to selling your property, your best bet is working with someone who focuses on the job full-time, and who really knows the area, the property type and even specific condo buildings. You need a specialist agent with the skills, tools, and expertise to help you navigate today's competitive marketplace.

That's where Property.ca Inc. agents really shine. Every one of our agents is well-trained, knowledgeable and fully focused on helping you meet your real estate goals.

THE PROPERTY.CA INC. DIFFERENCE

Serious skills: Deep insights into the real estate market. Negotiation expertise. Solid property assessment strategies that help you price your property right. Those are just some of the examples of what our agents bring to the table. We're also big believers in educating our clients – and always making the selling experience as clear and stress-free as possible for you.

Focused specialists: Our agents have specific neighbourhood, property type and building know-how, with inside knowledge of trends, local intelligence and more.

A big backup team: Every one of our agents has the support of our in-house team to help with paperwork, marketing and more, so they can ensure you get the best possible result. They also have access to a network of trusted industry pros including lawyers, mortgage specialists, contractors, moving companies, etc.

WHAT IS A SELLER REPRESENTATION AGREEMENT (SRA)?

This legal contract (also known as a listing agreement) gives your REALTOR® the exclusive right to represent you and provide you with advice. By signing it, you become a Property.ca Inc., Brokerage client. The document outlines specific fiduciary duties and obligations your agent has to you. Without it, they can still provide customer service, but they aren't bound to act solely in your best interest. But don't worry. Your agent will walk you through this agreement to ensure you mutually agree to the terms and conditions.



STEP 2: CONSULTATION, STRATEGY AND PRICING

Your Property.ca Inc. agent will start by sitting down with you to get a good understanding of why you're selling your home and what your expectations might be. Come ready with questions!

After reviewing comparable properties, they will recommend a pricing strategy and a detailed marketing plan that includes everything from staging and home repairs to professional photography and digital marketing, all designed to get you the best exposure to qualified buyers – and the top price for your property.

Once you're ready to take the next step, you and your agent will sign a Listing Agreement and get the ball rolling.

THINGS TO THINK ABOUT WHEN PRICING A PROPERTY

Comparable sales. What have similar properties nearby sold for recently?

Upgrades and renos. Is your property in better shape than those comparables? Or do they have nicer kitchens and newer bathrooms?

Outdoor space. If you're selling a house, how much land do you have? (This is of particular interest to buyers looking to add on or rebuild.) And if you're selling a condo, a terrace or balcony can add a ton of value.

Neighbourhood. What are the schools, transportation and shopping like in the area? How about safety and home upkeep?

Condo building reputation. Who's the builder? How well has the building been managed?

Parking and locker. Depending on the location, having a place to park your car – and your extra stuff – can really boost value.

Market conditions. Is it a buyers' market or a sellers' market? Agents use two main strategies to determine asking price, depending on what's happening in the market:

1. List slightly above market value. This strategy allows buyers to make offers anytime, and you review each offer as you receive it and try to come to an agreement on price and conditions. Setting the price a little higher than market rate leaves room to negotiate with buyers.

2. List below market value and set an offer date. In a strong sellers' market where there are more interested buyers than available properties, competition can be fierce. This strategy takes advantage of that competitive landscape.

By pricing low, you grab the attention of more buyers. Then you set a date when you're accepting offers (generally about a week after the listing goes live) and review all of them at the same time. When buyers know there are other offers on the table, they are likely to offer more and drive up the price.

This can be effective, but it can also be risky. Setting an offer date doesn't guarantee multiple offers. If you don't get any, your property won't sell, and you'll likely have to relist at a higher price.

STEP 3: PREPARING YOUR PROPERTY FOR SALE

Before putting your place on the market, it's important to make it as appealing as possible to potential buyers. Here are some tried and true strategies:

Declutter. Clutter makes a space seem smaller, so when you're prepping your home for sale, think like a minimalist. Make your closet look spacious by removing most of the clothes and storing them. Put away your collections, your stacks of paper, and the cereal and cookies on your kitchen counter. Even if your home is spotless, clutter can make it look like it's not.

Depersonalize. You want potential buyers to be able to picture themselves living there – being surrounded by your family photos or collectibles makes that a lot harder. Put away anything that's personal or individual to you.

Clean, clean, clean. Nobody's going to get excited about a home that's dusty or has mold in the shower. Bringing in professional cleaners for a really deep clean is always money well spent.

Painting and touch-ups. When it comes to home improvements, a fresh coat of paint will give you the biggest bang for your buck. Keep your wall colours neutral – no matter how much you might love them, bold hues are a turnoff for a lot of buyers.

Repairs/renos. Whether it's updating your kitchen counter, fixing up your deck or replacing worn-out carpet with some great-looking hardwood, giving elements of your home an inexpensive facelift boosts appeal and can net you a higher selling price.

Stage it. Spending some extra cash on making the property appeal to buyers is usually worth every penny. It allows them to picture the possibilities of the place instead of being turned off by your cluttered closet or unusual dining room table. Property.ca Inc. agents offer a free evaluation from a professional home staging company, with strategies proven to boost property value.

Focus on the curb appeal. You know what they say about first impressions. Good lighting and a little landscaping can go a long way in making your house look great. Make sure lawns are cut, gardens are tended, leaves are raked, and snow is shoveled. Set out patio furniture to show the home's outdoor appeal, and make sure the garage is nice and tidy. If you're selling a condo, ensure the door is clean, the hallway vacuumed, and your unit number is clean and shiny.

Rest assured: we've got you covered. Property.ca Inc. agents have relationships with trusted stagers, movers, storage companies, cleaners, contractors and other home pros – they will arrange any third-party contacts you need to make the process as seamless for you as possible.

MARKETING & EXPOSURE

Our in-house marketing team is staffed with designers, writers, photographers and digital marketing pros, all of whom are focused on making your property stand out.

Professional photos. Photos are the first thing potential buyers see – and it's what they use to decide if the property is worth a look. Property.ca Inc. photographers make your property look its best with strategic lighting, gorgeous HDR images and wide-angle shots that capture every detail.

Graphic design and digital marketing. From eye-catching graphic design to compelling, custom-made content and impactful digital and social media solutions, our internal Marketing team offers a host of services to help you stand out from the crowd and reach a wider audience.

3D virtual tours. Being able to walk through your home virtually is a great way to inform and engage buyers. Property.ca Inc. uses Matterport, the industry's leading 3D interactive modeling software that lets viewers guide themselves through the property online.

Exposure. Marketing isn't just about great photos and 3D tours, it's about where you put them so the most buyers can find them. Access to buyers starts with top sites like condos.ca and property.ca, which have a database of over a million users and thousands of visitors every week. We also regularly send emails to our database and do extensive digital advertising and social media marketing. That's a lot of reach – and a ton of exposure.

STEP 4: LISTING YOUR HOME

Time to make it official by activating your listing on MLS, property.ca and/or condos.ca. This is also when your agent will post it on social media, send out newsletters, promote it to the buyer agents in their network and start booking showings.

You'll need to leave your home whenever a showing is booked. Make sure it's in pristine shape, with beds made, dishes put away and no clutter anywhere.

STEP 5: OFFERS + NEGOTIATION

Also known as an "Agreement of Purchase or Sale," an offer is a written contract submitted by potential buyers outlining the following:

1. The price they're willing to pay
2. Details about their deposit
3. Closing date
4. Irrevocable time and date (your deadline for responding)
5. Any conditions, inclusions or exclusions

WHAT TO DO WHEN YOU GET AN OFFER

When a potential buyer submits an offer to buy your property, you and your agent will review it together. At that point, you have three choices:

Accept it. Saying yes will make the offer a legally binding contract that can only be cancelled if both parties agree.

Make a counter offer. If the price isn't high enough or you don't like certain terms or conditions, you can come back to them with changes. The buyer will say yes, no, or come back with their own counter offer. There's really no limit to how many times this can happen: you keep going until both sides are happy or someone decides to walk away.

Reject it. You are under no obligation to say yes to any offer, even if it meets or is higher than your asking price.

Whether there's one offer or a dozen, your Property.ca Inc. agent will go over every element with you – and negotiate with the buyers on your behalf until an agreement is reached. Price is not the only thing that can be negotiated: you can also go back and forth on closing date, conditions, inclusions and more.

STEP 6: CLOSING

Once you've accepted an offer, you've entered a contract with the buyer to sell them your home. Here's what happens next:

The buyer pays the deposit. Typically, it's 5% of the purchase price, submitted within 24 hours of the offer being accepted. The funds are deposited in an account held in trust by Property.ca Inc., Brokerage and will be applied to the down payment once the deal closes.

Buyers can visit twice before closing day. They can come in once to take measurements, figure out where they're going to put furniture and plan their move. Then they visit a second time, just before closing day, to do a walk-through and ensure the property is in the same condition it was when they first saw it.

You'll meet with your lawyer. You'll sign all the paperwork necessary to close the deal and transfer ownership.

Closing day. This is the day the new owner takes possession and the payment is transferred to you. Drop off the keys with your lawyer, and you're done!

THE COST OF SELLING

What does it cost to sell a property in Toronto and the GTA? Let's say you sell for \$900,000. With that amount in mind, here's a breakdown of your costs:

SALE PRICE:	\$900,000
STAGING AND HOME PREP:	\$2,000 +
LAWYER'S FEES:	\$2,000 +
2.5% LISTING BROKERAGE FEE (YOUR AGENT'S COMMISSION):	\$22,500 + HST
2.5% COOPERATING BROKERAGE FEE (THE BUYER AGENT'S COMMISSION):	\$22,500 + HST
MOVING COSTS:	\$1,000 +





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