



SELLER GUIDE

Central Vancouver Island
www.islandrootsgroup.ca

Seller Guide

Selling your home is a complex, multi-step process that calls for the expertise of a REALTOR®. There are many things you'll need to consider, and to help you through it, here's a general overview on what to expect and prepare.

Get Your Finances in Order

Don't worry if you're still paying off your mortgage, there are several options depending on what type of mortgage you have. However, you'll need to talk to your lender before you can proceed.

Meet With a REALTOR®

It's important to partner with a REALTOR® you feel completely comfortable with. Don't fall for the trap of partnering with the first REALTOR® who suggests the highest asking price. Shop around. A good REALTOR® can help you price your home to sell, answer questions like "When is a good time to sell?" and has in-depth knowledge of the market.

Start your search for a reputable REALTOR®, by checking if family and friends have a preferred REALTOR® or search online for the most visible and professional one. Visit your local real estate office; pay attention to advertisements and For Sale signs.

Listing Your Home

Pricing your home too low or too high is not an option. Setting a fair price will attract more potential buyers, and give your home more exposure. Your REALTOR® should be able to explain to you the multitude of factors influencing pricing, including: competitive pricing, current market stats, and of course the estimated value of your home.

Marketing And Promotion

The next step will be to sign a Listing Agreement, which gives your REALTOR® permission to post your property on MLS (Multiple Listing Service). They'll then begin marketing your home through a variety of mediums — digital and traditional — and inform other REALTORS® (representing buyers) that your property is on the market. Your REALTOR® can also help you prepare your home for staging.

Closing

After the hard work of marketing and promoting your home pays off, you'll hopefully have a few offers on the table. Once you've accepted an offer, your buyer will want to conduct a home inspection and (potentially) negotiate the cost of any repairs. Finally, your lawyer and REALTOR® will walk you through the paperwork and legal bits needed to close.

Congratulations! With the sale of your home complete, you can now begin looking for a new place.