



Seller's GUIDE

TO SELLING YOUR HOUSE WITH PEACE OF MIND



KAWARTHA LAKES SALES TEAM - THE JANCSIK'S

meet THE JANCSEK'S

YOUR KAWARTHA LAKES REAL ESTATE TEAM



Walter Jancsik
Sales Representative

Walter brings over 30 years of experience in real estate and provides quality service to build relationships with clients and more importantly, he maintains those relationships by communicating effectively. As well as being passionate about helping families find their next home, he has been a long time member of the Dunsford Lions Club and loves being a part of other Kawartha Lakes community events. In his down time he enjoys the boating life on the Trent Severn Water Way, golfing at the many golf courses in the Kawarthas with friends and family and will never turn down a Sunday drive to take in the picturesque road tours between all of the charming small towns throughout the Kawartha Lakes.



Michael Jancsik
Broker

As a Kawartha Lakes native, and a seasoned real estate professional, Michael recognizes and values the trust his clients place in him and strives every day to exceed their expectations. Michael's intimate knowledge of the region, and experiences of having lived here all of his life gives him enthusiasm and a desire to make his home, your home. Michael loves living the Kawartha lifestyle, exploring the Trent Severn with his family, hiking with his dog Merc, snowmobiling the OFSC, or atving the many great trails. In his eyes there is something fun to do every month of the year. He was born and raised here and plans to retire here.

REAL ESTATE IS NOT ONLY OUR PROFESSION,
it's also our passion.

5 EASY STEPS

to sell your home

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STEP 1: PREPARE

- Home tour & research
- Listing Appointment / Interview
- Hire a real estate agent

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STEP 2: PRE-LISTING

- Establish a price
- Stage your property
- Marketing materials are designed and prepared

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STEP 3: LISTING TIME

- Your property is officially launched on the market
- Buyer prospecting time
- Be prepared for showings and open houses

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STEP 4: OFFER PROCESS

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- Conditions
- Under contract

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STEP 5: MOVING OUT

- Closing preparations
- Moving & Packing
- Closing day

STEP 1: *prepare*

HOME TOUR & RESEARCH

Before we discuss the home selling process and your expectations, we will tour your property and offer you our insights on what can help you sell your home. Afterward, we will sit down and discuss the approximate value of your property based on current market trends and recent sales in your neighborhood.

HIRE A REAL ESTATE AGENT

Sometime around our home tour and listing appointment, you will have to decide who you want to represent you during the home selling process. If you choose to hire us, we will walk you through all the listing paperwork, and we will get all the necessary documents signed to move ahead with putting your home on the market!

To help you decide, here are some unique & key services we offer to all of our seller clients:

- ✓ **top priority and attention to your property**
- ✓ **regular and timely communication**
- ✓ **active follow-up of every buyer prospect**
- ✓ **work with you to achieve top dollar**
- ✓ **fully customized marketing materials**
- ✓ **suggestions to increase your home's value**

LISTING APPOINTMENT

After our initial meeting, we will prepare a Comparative Market Analysis (CMA) that includes sold prices of comparable properties in your area. Once we are finished all of our research and data collection, we will meet again. Based on all the data we collect and your needs, we will establish a competitive listing price for your home. We will also discuss the home selling process, timelines, and expectations from the sale, so we can head towards the same goal as a team. Additionally, we will discuss our unique approach to marketing your property so that you can rest assured that we will do everything possible to expedite the sale of your home and ensure you receive top dollar.



STEP 2: *pre-listing*

ESTABLISH A PRICE

Pricing your home for the right price the first time is crucial to obtaining maximum exposure for your home. Doing so will also help you save money and time. Pricing a house is both a science and an art and is mostly based on five factors:

- property **location**
- **condition** of the home
- **improvements** (or upgrades)
- **age**
- **market conditions** experienced at the time of listing.

Our experience and access to exclusive information from various sources will help us determine a competitive listing price to ensure optimal results.

STAGE YOUR PROPERTY

Staging a house is the process of strategically arranging furniture and decor to make a home look its best while selling. This may involve refreshing your belongings, or removing clutter and/or renting furniture and decor to better suit the home's staging. Our goal is to create a clean, neutral, and coherent look to help buyers imagine what moving into your home could look like.

To help, we will give you personalized tips during our initial home tour, and will provide you with a home staging checklist for reference on the following page.

MARKETING MATERIALS ARE DESIGNED AND PREPARED

While we go further into detail about our marketing strategy in the following pages, we will take high-quality photos and video of your home after your property is staged / decluttered. At the same time, we will have all our marketing materials designed and customized to match and include the stunning pictures of your home.

Once the marketing materials are designed, we will download and prepare them for print and social media. Before listing day, we will personally deliver printed marketing materials to you (such as property brochures, "Welcome to our listing" signs, and business cards).

Aside from printed marketing materials, we will also tackle the digital world by having professional "Coming Soon" and "Just Listed" property social media posts posted on all our social media pages and sponsoring them to reach more prospective buyers.

HOME STAGING

checklist

To stage your home and get it ready for launch day, consider doing the following:

Remove personal items. A few personal things on display is acceptable, but we want to make sure we leave enough room for a prospective buyer to picture themselves living in the home (not you). These items include pictures, awards, personal collections, personal paintings, etc.

Deep clean the entire house. Don't forget to clean all flooring, walls, windows and pet areas as well!

Decorate your home with neutral colors. If you plan to paint or replace/rent décor items, consider choosing neutral colors to brighten up the living spaces. Great color schemes to choose from are light grays and whites for main areas and soft blues and greens for bathrooms.

Clear all items from countertops (except for décor items). Remember to remove all toiletries in the washrooms and all items on kitchen countertops. However, consider leaving a vase of flowers in the bathroom and bowl of fresh fruit in the kitchen to add touches of color.

Declutter, declutter, declutter. Unless you have a minimalist lifestyle, you have likely accumulated many items since moving into your house. As we aim to create an open and clean space inside your home, it is crucial to remove as many unnecessary items as possible. Furthermore, a decluttered home maximizes your home's space, which can give the impression to the buyer that your home has more square footage than it has in reality. If you have no space for storage, consider renting a short-term storage bin or locker.

Keep the lawn manicured and watered regularly. Don't forget to trim hedges, weed flower beds, and prune trees regularly as well. Also, keep the lawn free of clutter and add fresh mulch to garden beds. During winter months, keep driveway and walkways cleared of snow and ice.

Make all beds and style them. Tip: add multiple coherent décor pillows to make a bed look more comfortable and inviting.

Organize closets. If you have regular closets, try to make it look as organized as possible. If you have a walk-in closet, remove as many items as possible to make it look very spacious.

Wash or paint the home's exterior. A fresh coat of paint on the exterior of your home will make your property's curb appeal stand out. This is not really a low-budget job, if you can, we recommend doing it!

Remove or hide any trash, recycling, or compost bins in all rooms.

Add a new or clean welcome mat on your front porch and hang a beautiful wreath on your door. Depending on your front porch's size, consider adding outdoor pots with plants as well to finish off a warm look. To freshen up your front door, add a fresh coat of paint.

Hide ALL cords from electronics. Also, consider hiding or removing any unnecessary devices (such as video game consoles).

Add clean towels in the bathroom and place them neatly. You can also add rolled-up towels to create a more "spa" look.

When you pair an item, do so in 1s, 3s, or 5s. The eye appreciates these pairings!

Try giving a fresh coat of paint to your home's interior. If this is not possible, perhaps touch up the paint on the trim to provide a fresh look throughout the house.

REAL ESTATE *checklist*

photography pre-shoot

exterior.

- Close garage doors

- Remove yard clutter

- Remove cars from driveway

general.

- Leave all lights on and turn off any ceiling fans

- Turn off any devices (including TVs)

- Open all blinds and curtains

- Declutter the entire home: remove any excess furniture and any other items



bedrooms.

- Make beds and tidy up the rooms

- Remove any personal photos and items

- Store away toys, clothes, devices, and valuables

bathrooms.

- Clear countertops completely

- Keep toilet seats and lids down

- Remove plungers and cleaning items

- Clean all glass surfaces and mirrors

- Hang clean towels neatly and remove rugs

- Remove all personal items (i.e., soap, shampoo, etc.) from tubs and showers

kitchen.

- Clear countertops completely

- Empty sinks and store dishes away

- Empty and hide garbage bins

- Remove all magnets from refrigerator

- Remove or hide any pet food, accessories or kennels

OUR MARKETING *strategy*

PHOTOGRAPHY/VIDEOGRAPHY

High quality listing photos are a must! Most buyers will see your home for the first time online, and if the photos don't capture their attention, they'll move on to the next house that appeals to them.

We also find buyers enjoy watching our video walkthroughs of our listings. It is a great way for them to see the layout of the home and shows off unique features that just cannot be captured with still photos.

By using state of the art drone technology, we are able to capture low-altitude angles in high quality, showcasing all features of your beautiful home. It allows us to highlight the unique aspects of a property and its surroundings.



NETWORK MARKETING

Investing time to create relationships with other real estate agents and industry professionals pays off when it comes to listing your home! I will personally reach out to all my wonderful colleagues and tell them about your home to spread the word. This will make your listing known around their networking circles, boosting your property's visibility.

ADVERTISING & MARKETING

Other than the marketing strategies listed above, we will: place signage on your lawn and around your neighborhood, host open houses, create a personalized email campaign, distribute stunning customized property flyers, and promote your home all of our social media networks.

What other techniques do we use to promote your property?

- Networking
- Signage (including a lawn sign)
- Email marketing
- Custom-designed property flyers
- Open Houses (weekends & weekdays)
- Social Media marketing
- & more!

Where do we promote your property online?

- Realtor.ca
- YouTube
- Facebook
- Instagram
- & more!

WHY MLS?

When your home is listed on Multiple Listing Service (MLS), all the property information, photos, and other details are published nationally. This means that your property is exposed to prospective buyers from all over the country and international buyers. Additionally, licensed real estate professionals in your area will be notified whenever your property gets listed. Therefore, they will have the chance to immediately book a viewing appointment for their qualified and interested buyer clients.

STEP 3: *listing time*

YOUR PROPERTY IS OFFICIALLY LAUNCHED ON THE MARKET

The day you have been preparing for is finally here! On launch day, your property will be officially posted online and appear as an active and new listing on MLS. From this day until an offer has been accepted, many real estate agents will be making showing requests. So get ready to leave your home on short notice and for a few hours at a time.

One thing to remember is that whenever we list a property, we strive to obtain multiple offers on your home to ensure you get the best price for your home. To do this, it is vital to get as many showings compacted in the shortest amount of time as possible.

BUYER PROSPECTING TIME

Starting on launch day, we will go full-out on exposing your property to prospective buyers. Consistent exposure of your home will be spread across all our social media platforms. We will place targeted Facebook and Instagram ads and customize the audience according to the types of buyers we aim to attract. We will also personally reach out to our real estate professionals' networks and share your listing with them so they know of your property for any interested buyer clients they may know.

Additionally, all scheduled events (including open houses) will be completed until a sales agreement is negotiated and accepted.

BE PREPARED FOR SHOWINGS AND OPEN HOUSES

Once we launch your property, real estate agents will start contacting us to make showing appointments. Depending on your property and market trends, you may experience many showings in a short span or occasional ones. In any case, it is crucial to be prepared for showings and open houses. Here are some tips to help you during this time:

- Be **flexible** to prospective buyers' schedules to avoid missing out on a potential offer.
- Get everyone in your household on the same page to be all **informed** when showings are happening to help them ensure their spaces clean and tidy.
- Get your entire household to **vacate** your property to avoid making buyers feel uncomfortable and leaving them an empty space to visualize themselves living in your home without added pressure.
- **Create a mood** by setting a tone that accentuates your property's features. Examples include: light a fire if you have a fireplace (even if it's summer), turn on some soft music at a low volume like in stores, drape sensuous materials such as chunky knit blankets over your chairs and sofas, use mild diffuser scents that are not overpowering, open all blinds to allow as much natural light in as possible.



- Make all beds
- Put all your clutter in a laundry basket and take it to your car or set in a closet out of sight
- Put up your "show" towels
- Create light in the house by opening curtains and blinds and turning on ALL lights
- Empty all garbages into a garbage bag and put it in an appropriate room or take it with you
- Vacuum all carpets
- Clean all glass and mirrored surfaces
- Sweep the front porch and shake out the door mat to remove debris
- Clear kitchen and bathroom countertops (except for decorative items)
- Close all the toilet seats
- Wipe down all countertops
- Secure your pets or take them with you
- Sweep and mop all hard-surfaced floors
- Put laundry away (or take it with you)

STEP 4: *offer process*

SALES AGREEMENT

Once a buyer tours your property and decides they would like to purchase it, the buyer's representative will prepare an offer and submit it to us.

After an offer is submitted, we will sit down and go through the offer together. Although it may be tempting to go with an offer that has offered the highest sale price, we will also have to consider other sales agreement factors: conditions, closing timeline, buyer letter, and repair requests.

Once we have discussed an offer, you will decide how you want to move forward. You can: **accept** the offer, **decline** the offer, or **counter-offer** (which occurs when you want to negotiate on the sales agreement terms). If you choose to counter-offer, the buyer would have to decide whether they wish to accept, decline, or counter the counter-offer. No matter the result, we will assist you in making the right decisions. After negotiations, if one party agrees with the offer, we will finalize all signatures. The buyer will have to bring the deposit to secure the contract. Now, any inspections, appraisals, financing approvals, or anything else will take place.

Conditions are found in most sales agreement contracts. The most common conditions included are home inspection and financing.

A buyer can hire a professional **home inspector** to review your property's condition closely. It typically takes 1-4 hours. Suppose the inspector finds anything significant that needs to be repaired. In that case, they may counter-bid on the agreement of purchase and sale, which you may accept, decline, or counter-offer.

An **appraisal** is often requested by the buyer's mortgage lender to ensure that the buyers are not over-paying too much for your property. No matter the result, we will assist you in making the right moves if required to make any moves.

All conditions have deadlines by which the buyer will have to waive or fulfill the conditions in order to make the sales agreement firm and proceed with the transaction.

CONDITIONS

UNDER CONTRACT

The "under contract" period begins after the buyer and seller finalize and sign the sales agreement. During this period, a binding agreement exists between a seller and a buyer involving a property. When a property is "under contract," the seller may not enter into another contract with a different buyer, as the buyer is now obligated to purchase your home. A property is still considered "under contract" with conditions, and the contract firms up once all conditions are waived/ fulfilled.



more about home inspections.

Q. when does a home inspection usually take place?

A. Although home inspections can take place later, usually the appointment takes place within a week after signing the contract.

Q. how much does the service cost for us sellers?

A. Good news! Buyers choose and purchase a home inspector's services, so they incur the whole cost. Therefore, there is NO COST to you, the seller.

Q. what happens after an inspection in terms of negotiations?

A. Negotiations usually happen within a few days of the home inspection appointment. If there are any issues with the property that the home inspector finds, the buyer can:

- **Accept** the house as-is
- **Back out** of the transaction
- **Negotiate.** They can offer you a lower sale price or ask you to fix the issues before closing day at your expense.

WHAT IS INCLUDED in an inspection

- Basement
- Foundation
- Crawlspace
- Roof + Components
- Doors (including garage doors)
- Electrical
- Attic + Insulation
- Appliances (select)
- Windows + Lighting
- Stairs
- Grading + Drainage
- Structure
- Exterior + Siding
- Plumbing
- Attached Garages
- Heating + Cooling



STEP 5: *moving out*

CLOSING PREPARATIONS

At this point, the buyer's lending approvals have been met, and closing documents have been ordered. The closing appointment has been scheduled, and now it is just a matter of preparing for the big day.

As you prepare for closing day, make sure you have completed the following duties:

- Secure your seller documents
- Deep-clean your house
- Turn off all valves & switches after moving out
- Cancel your insurance policies
- Change your address on subscriptions, bills, banks, etc.
- Transfer your utilities to your new home
- Collect all house keys, remotes, gate keys, pool keys, and mailbox keys for the buyer



CLOSING DAY REFERS TO THE DAY THAT FINALIZES YOUR PURCHASE. AT CLOSING, FUNDS AND DOCUMENTS ARE EXCHANGED TO TRANSFER OWNERSHIP TO THE BUYER. AFTER CLOSING, YOU WILL RECEIVE ANY REMAINING FUNDS FROM THE SALE OF YOUR PROPERTY.

MOVING & PACKING

While you wait for closing day to arrive, don't forget to plan and prepare for your move into your next home!

CLOSING DAY

Closing day is here! The buyer will usually have a final walk-through of your property 24-48 hours before closing. This is to ensure that you have left your home in the same condition as they purchased it (except for minor wear and tear).

Closing typically takes place at your lawyer's office. You will need to bring some documents with you, including:

- Valid government-issued ID
- All house keys, garage door openers, mailbox keys, pool keys, etc.
- Cashier's cheque to pay for closing costs
- Any outstanding documents requested from your lawyer or lender

Both the buyer and the seller will incur closing fees. For the seller, these fees typically include:

- Lawyer's fees
- Real Estate Commissions
- Title Insurance
- Any unpaid survey or assessment fees
- Any outstanding taxes, fines, or claims against your property
- Any mortgage discharge fees

FINALLY...

congrats!

YOUR HOME IS NOW OFFICIALLY SOLD AND YOU ARE READY TO BEGIN A NEW CHAPTER!

LOCAL

recommendations

LAWYERS

ROBERT NAGEL

18 York St S, Lindsay
705 328 2727

BLAKE JEFFRIES

6 Albert St N, Lindsay
705 324 3577

ANGUS MCNEIL

10 William St S, Lindsay
705 324 6222

HOME INSPECTORS

STEVE PUGH

home.inspection@sympatigo.ca
905 655 4494

DAVE MILLS

millsinspections@gmail.com
705-340-1994

CURTIS ELLIOT

curtis@pchi.ca
705 768 0816

INSURANCE BROKERS

KRG INSURE

189 Kent St. West Suite 109, Lindsay
705 324 0033

STEWART MORRISON

158 Lindsay St S, Lindsay
705 324 6681

REEDS INSURANCE

232 Kent Street West, Unit 5
705 324 6260

MORTGAGE LENDERS

LINDA GIANNONE

linda.giannone@mtgrc.ca
416 941 6877

SHAUN BROWN

shaun.brown@rbc.com
705 878 3224

DUSTIN JAMES

djames@dominionlending.ca
705 324 4977

SEPTIC CLEANERS

JEFF REDMOND

Lindsay
705 324 9617

GERMYN SEPTIC

Dunsford
705 793 2221

MIKE CLARK

Bethany
705 277 3077

MOVERS

LINDSAY MOVERS & STORAGE

www.lindsaymovers.com
705 324 5431

MCWILLIAMS MOVING & STORAGE

www.mcwilliamsmoving.com
705 743 4597

U-HAUL LINDSAY

www.uhaul.com
705 324 7053

CLIENT *reviews*



Walter and Mike truly made the experience of selling my home and buying my next exciting and as stress free as possible. I loved all the digital advertising they used when selling including drones and social media. They gave me great advice on purchasing my new home and helped me find my perfect spot. Always felt they had my best interest at heart. Would definitely recommend for your next venture.

Thanks so much Walter & Mike!

-Sandra W.

Had a wonderful experience having the Jancsik Team sell my house! Walter was very informative and supportive! He was always available to answer any questions I had. They did a great job marketing the house online! Thank you so much!

- Katie A.

The for sale sign went up and a week later, we had two offers come in and we accepted one over asking! We have never had a bad outcome with Mike and Walter! These two are great to work with! Thanks so much for all you guys have done!

- Barb C.

Mike and Walter did a great job helping us with the sale of our cottage. Mike has been so helpful with a great deal of knowledge and a super personality. He made us feel so comfortable with this sale it was spectacular and he had our cottage sold in one week. I would recommend the Jancsik Team to anyone buying or selling a property. I hope to use the Jancsik Team again in the future for our next purchase.

Truly a great experience!!!

- Conney W.



JANCSIKS

TEAM WORK WITH RESULTS

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